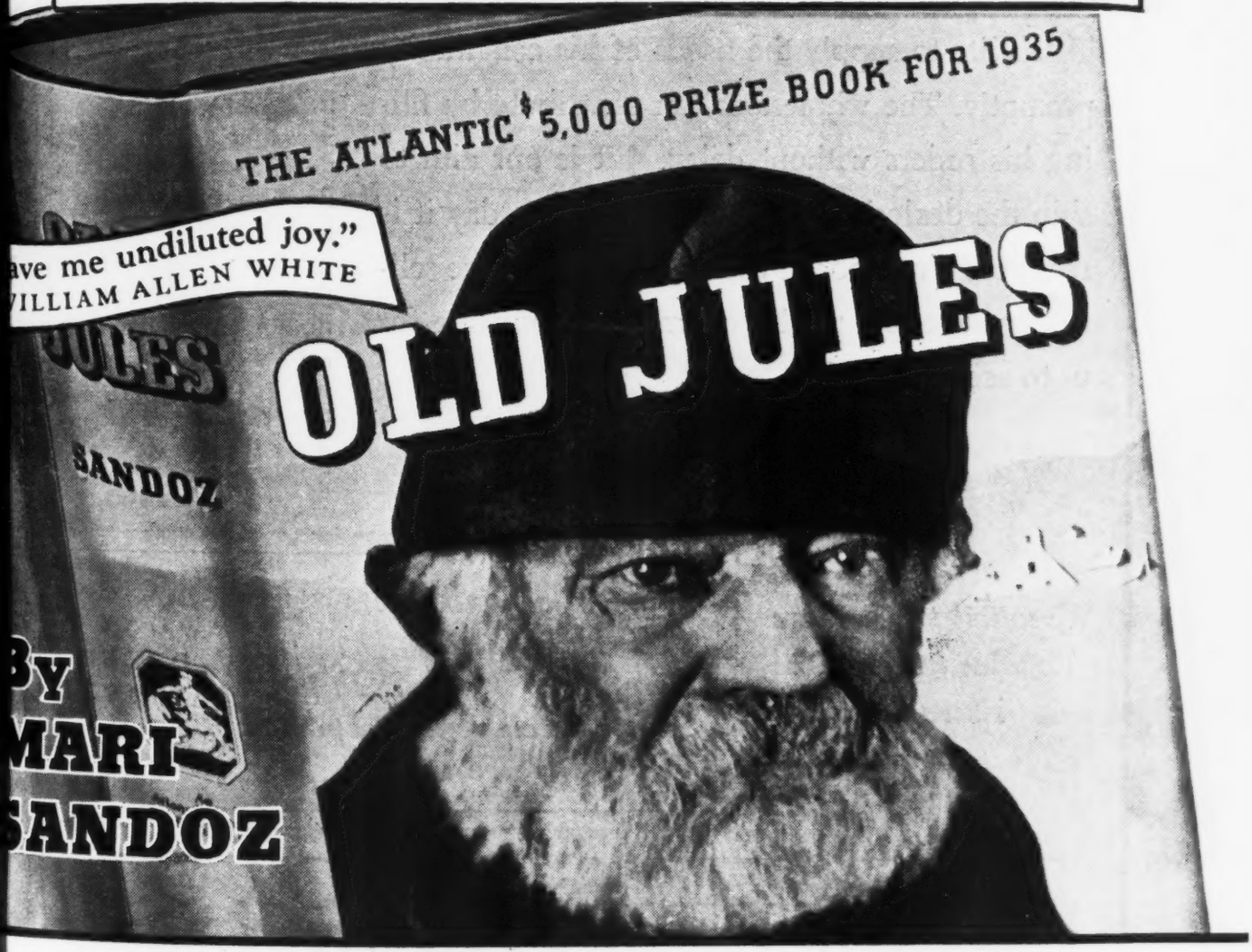
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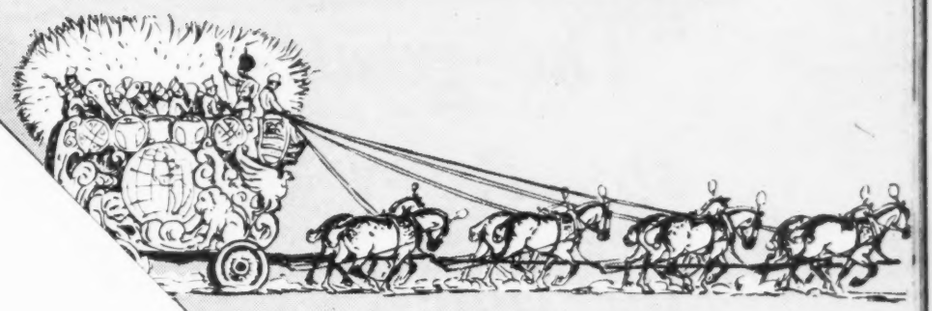
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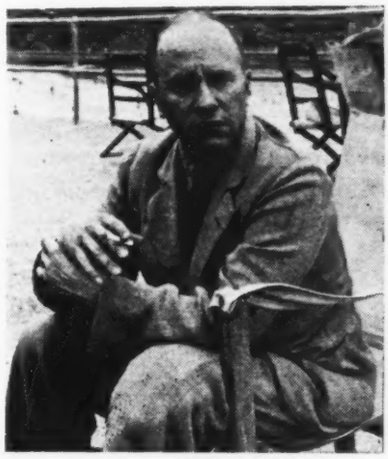
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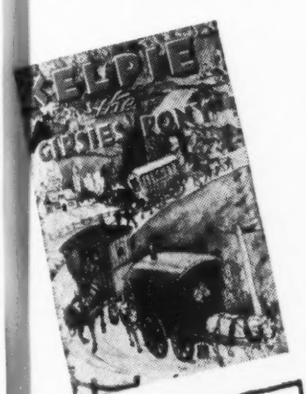
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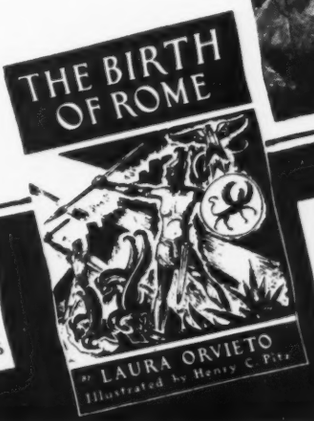
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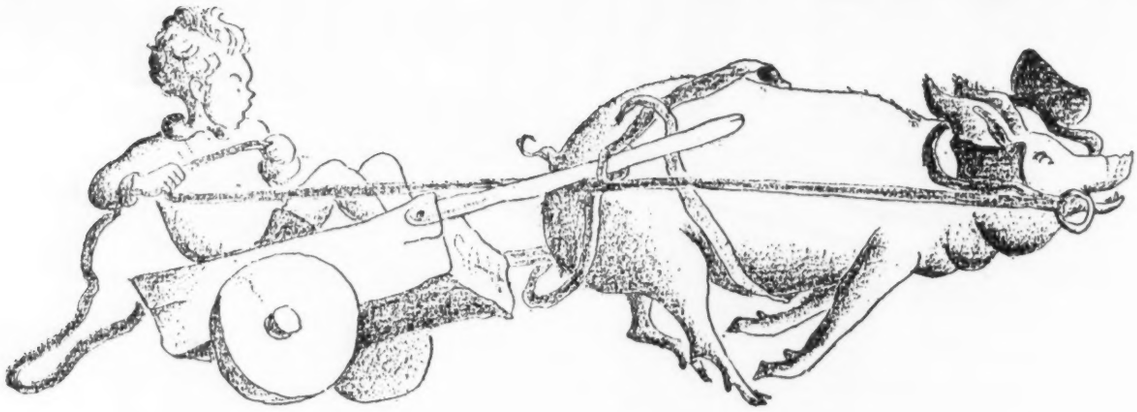
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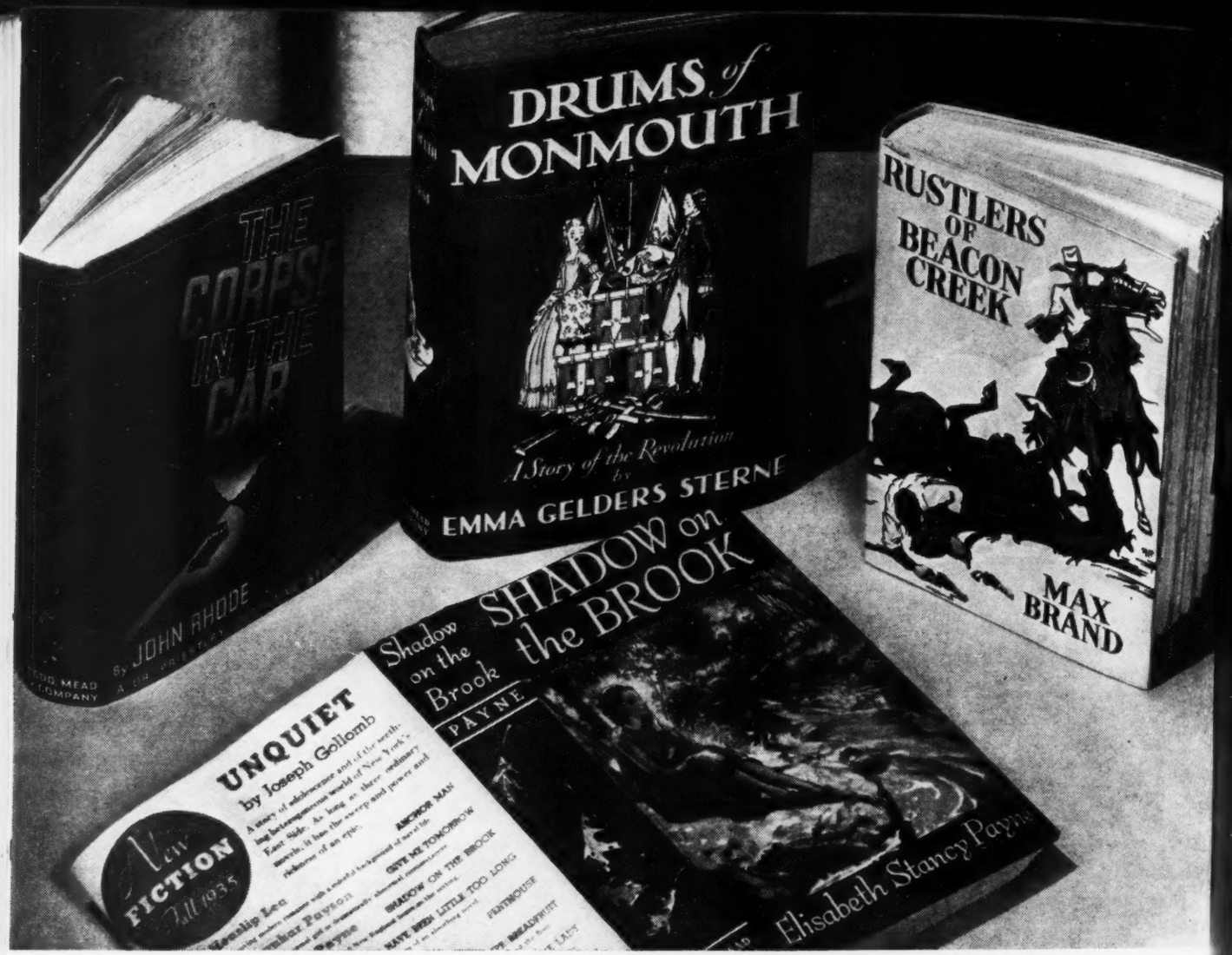
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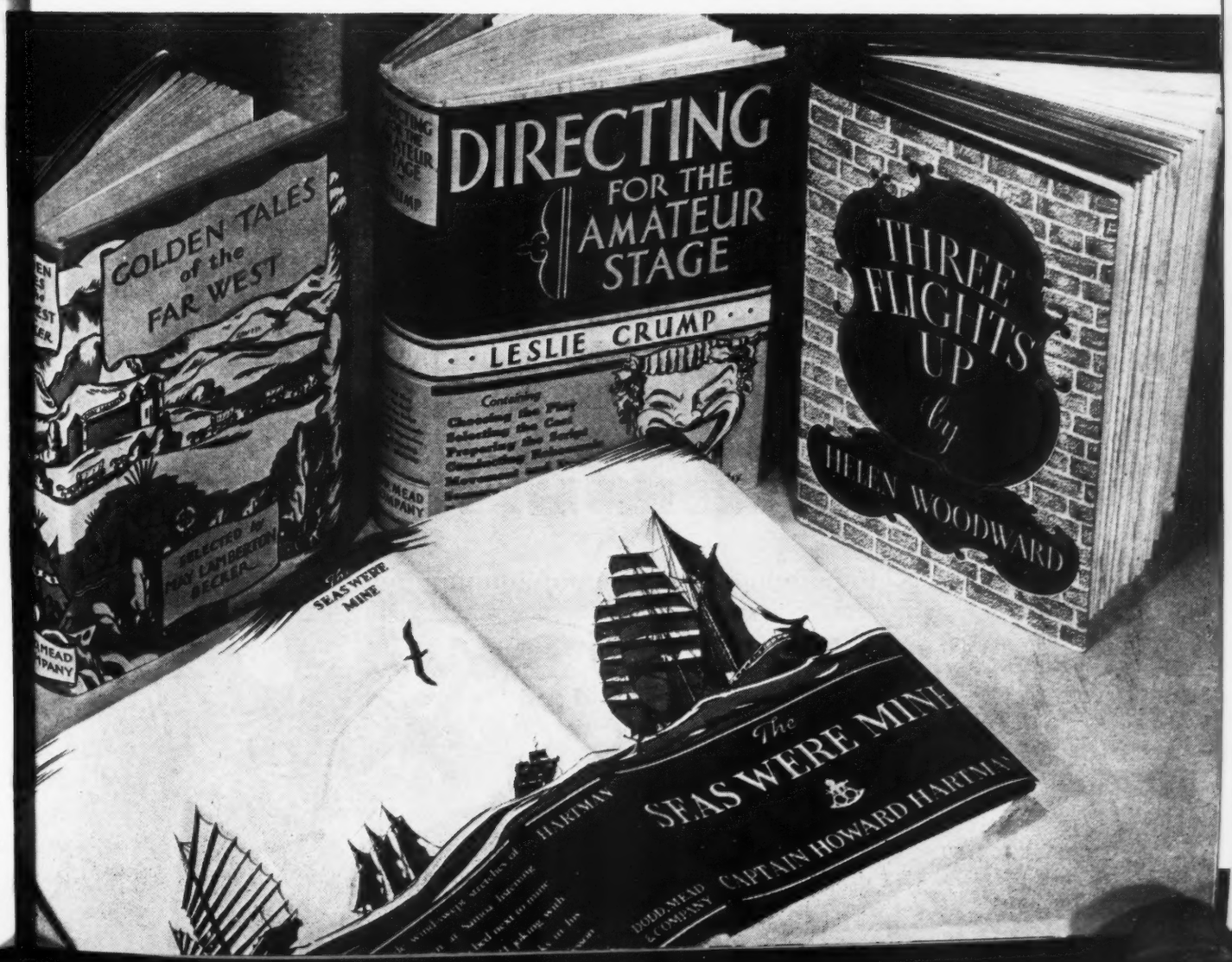
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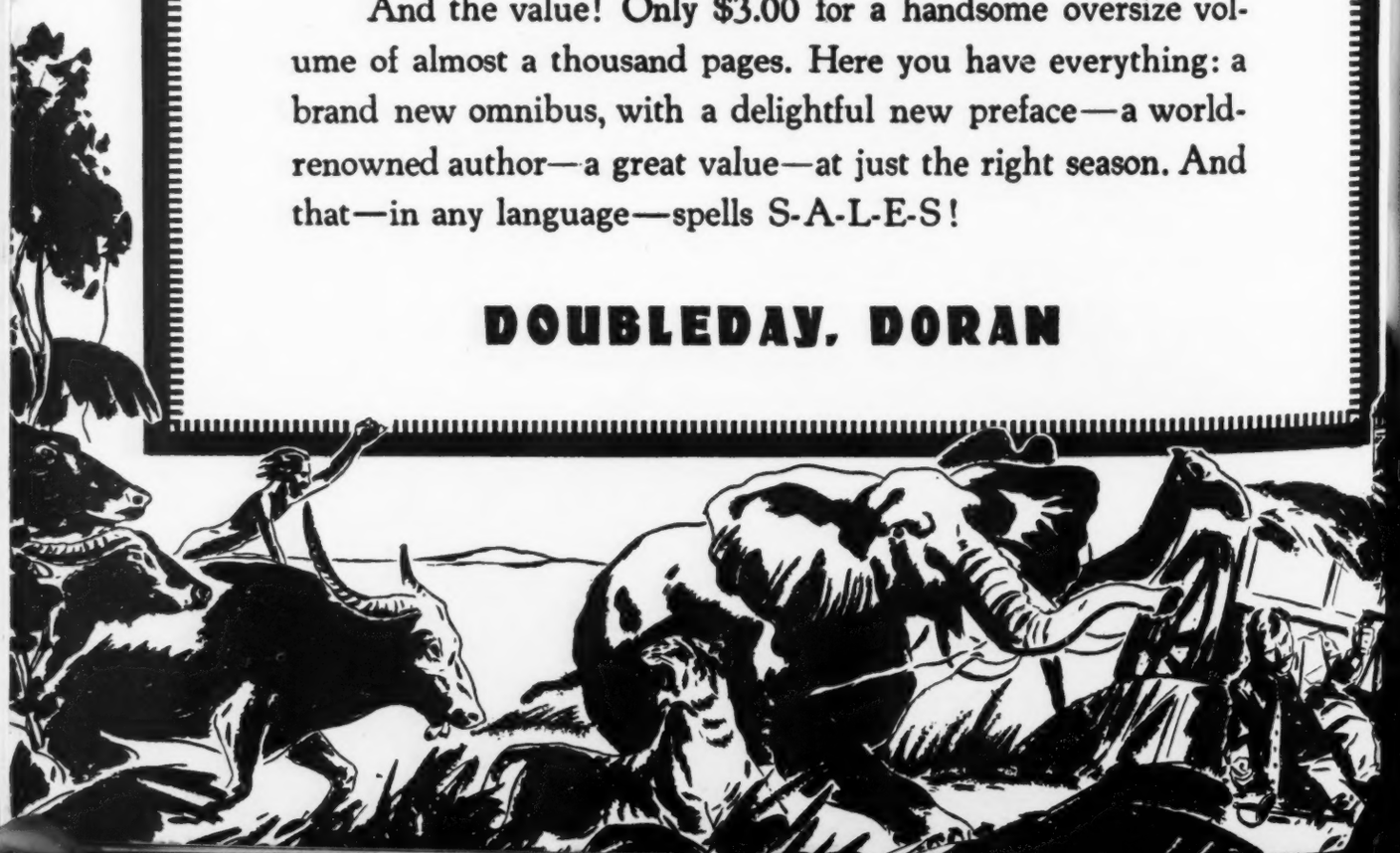
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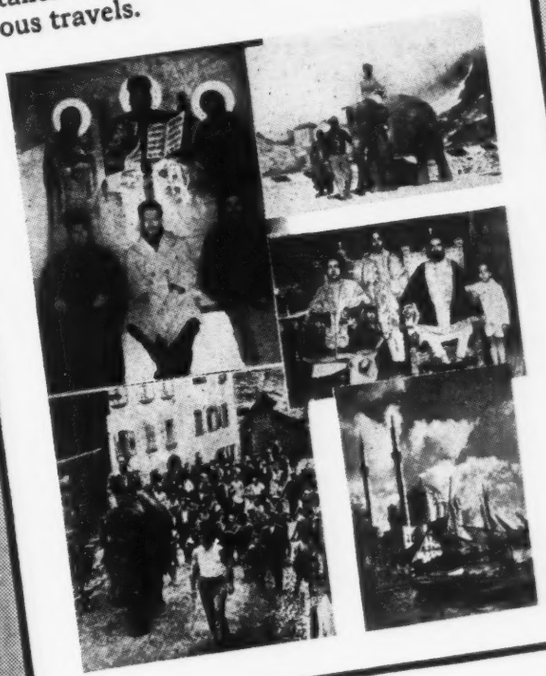
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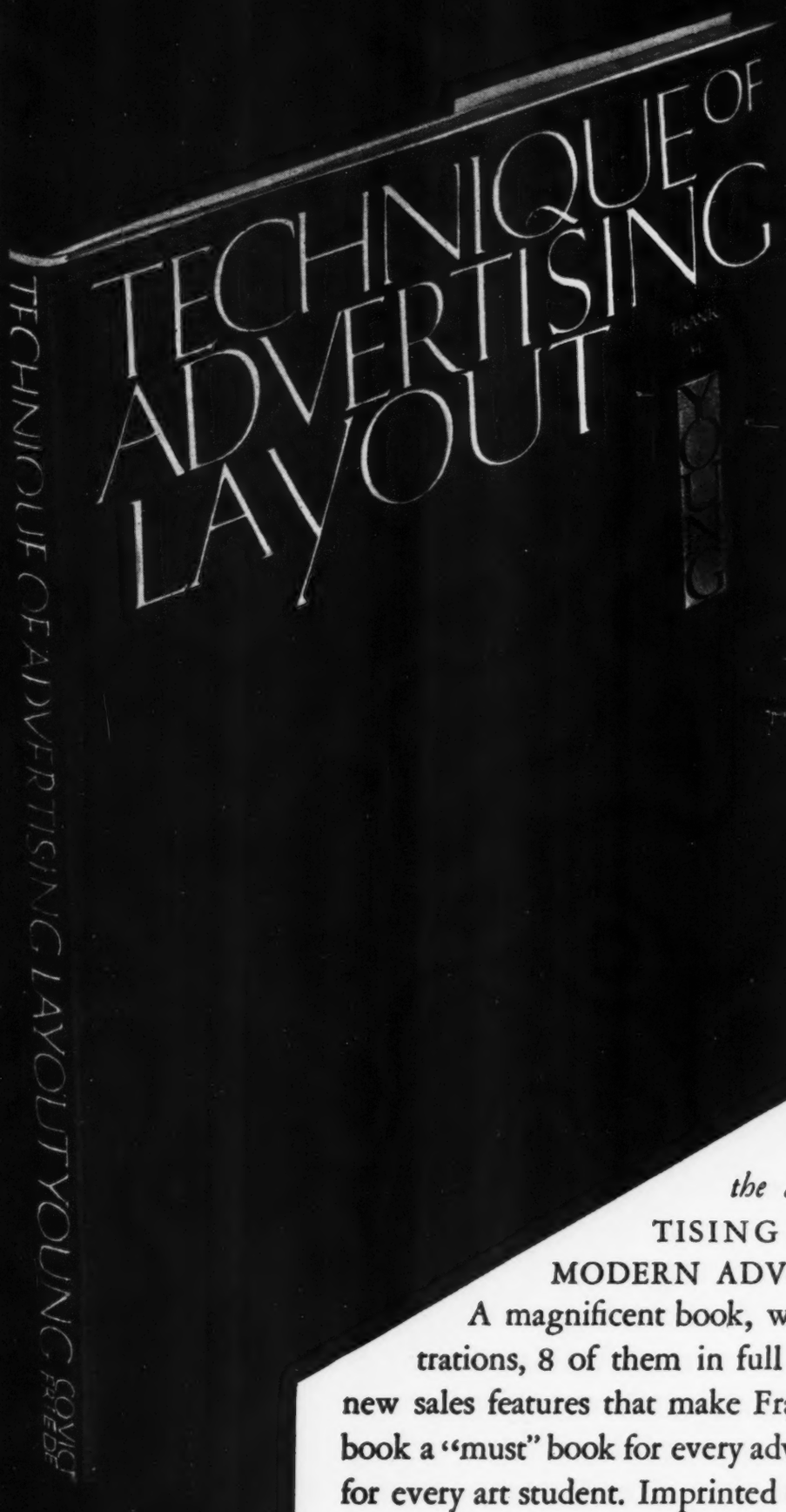
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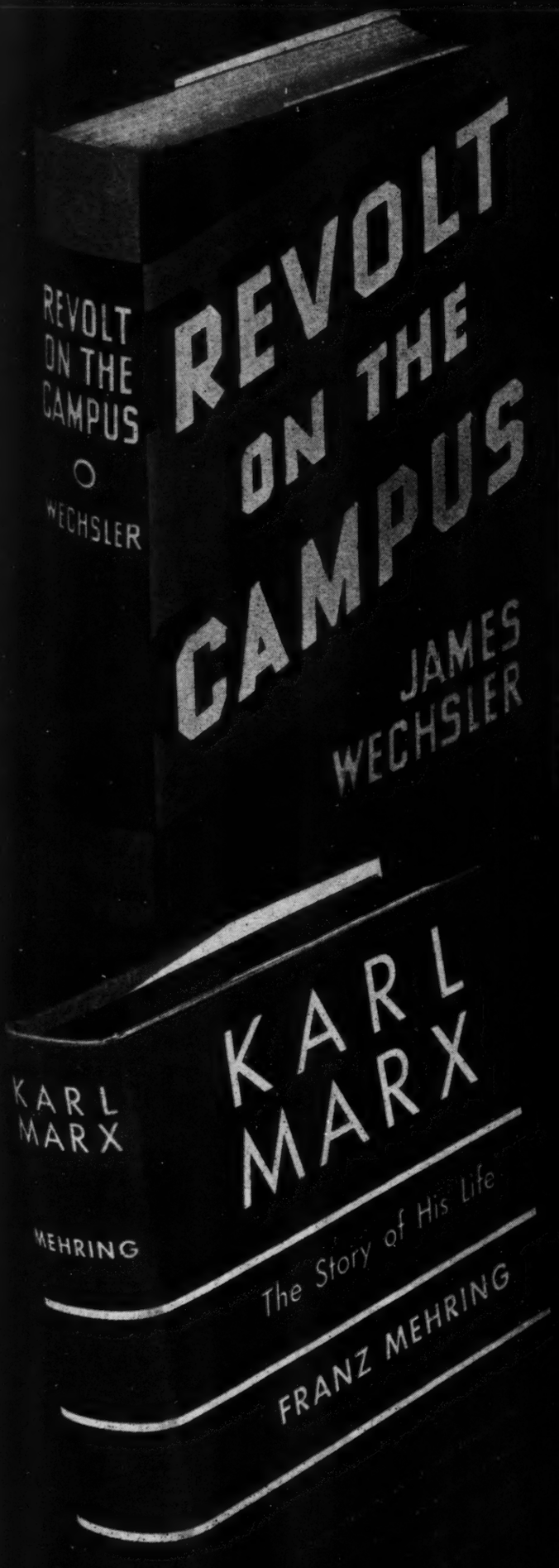


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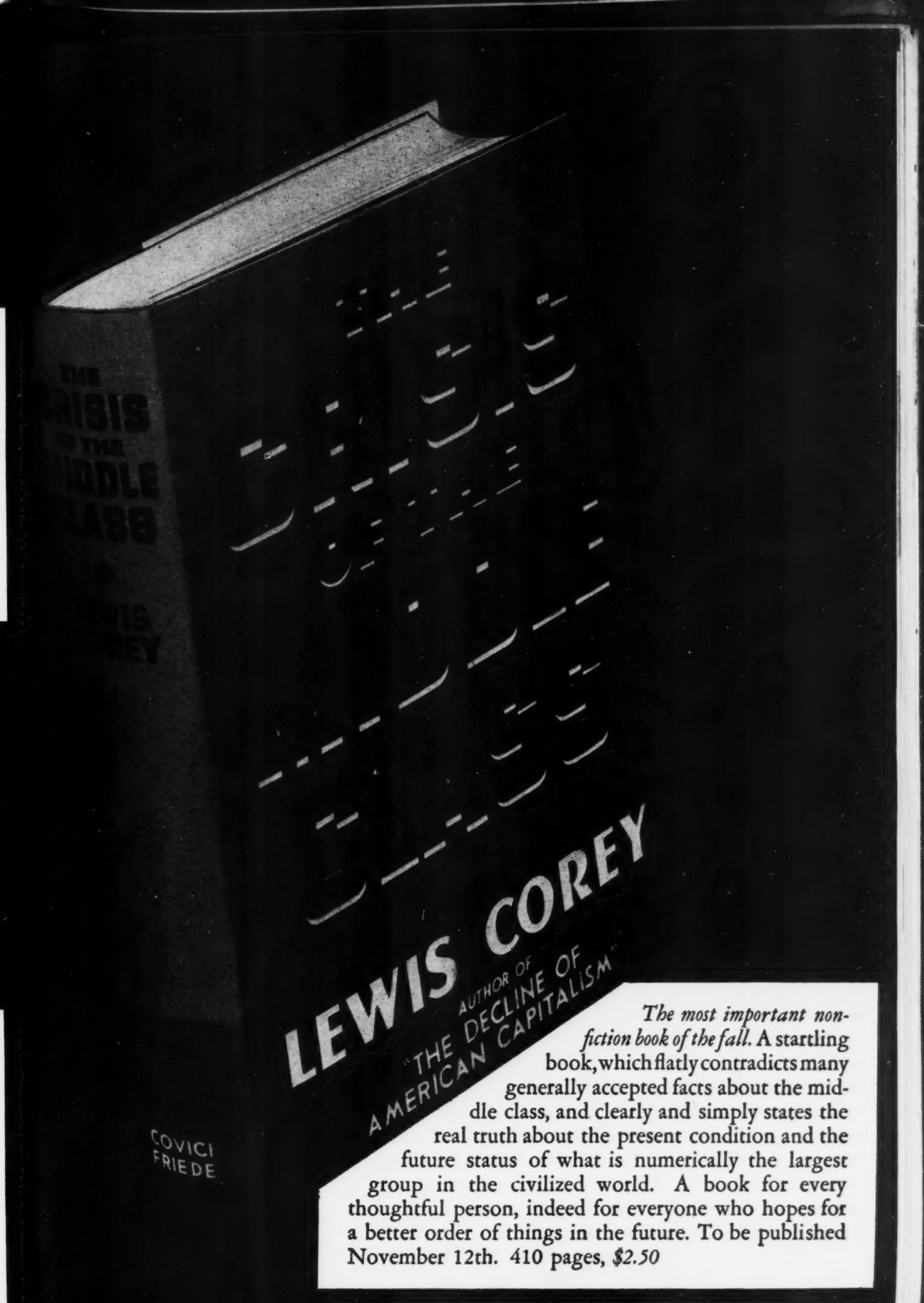


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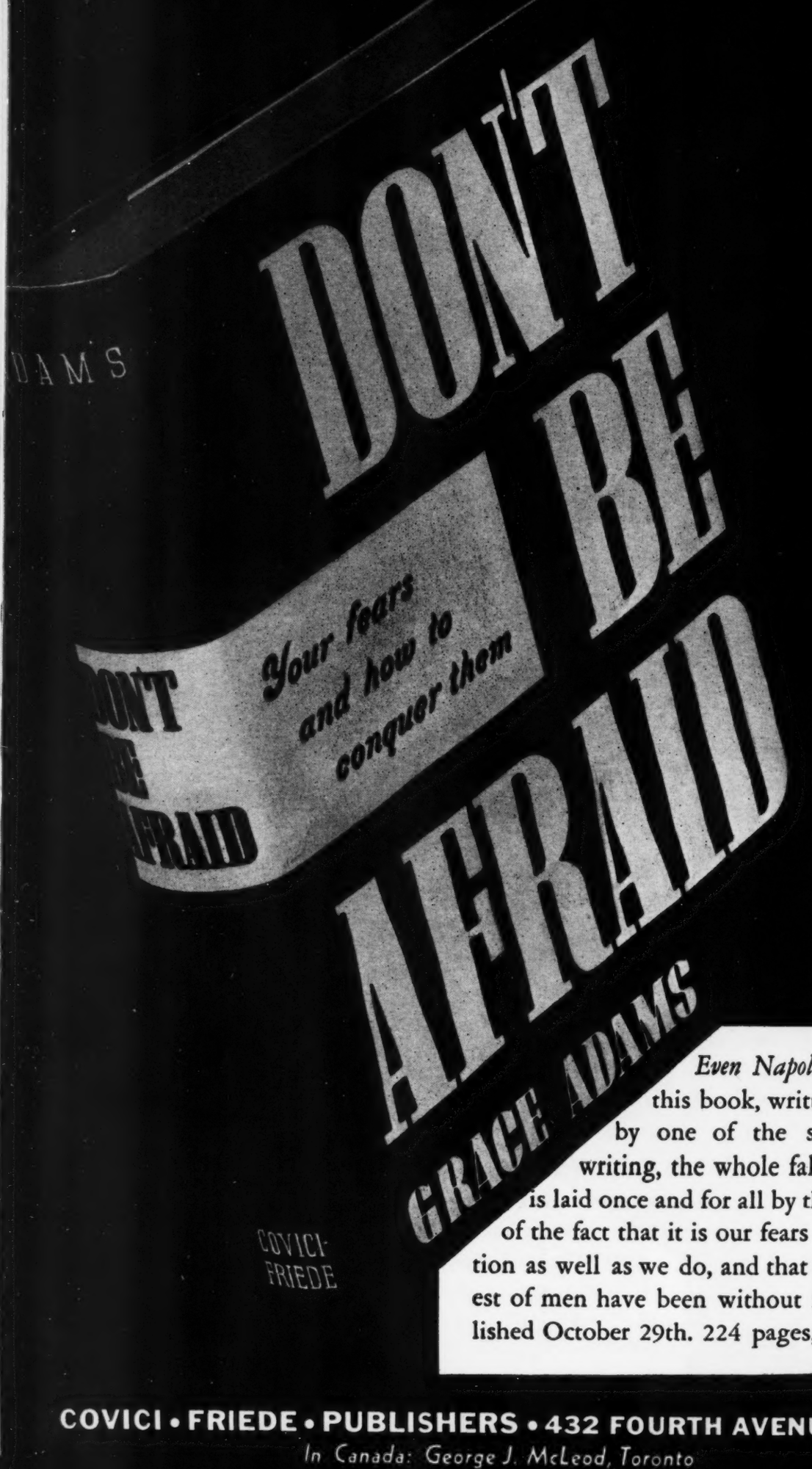
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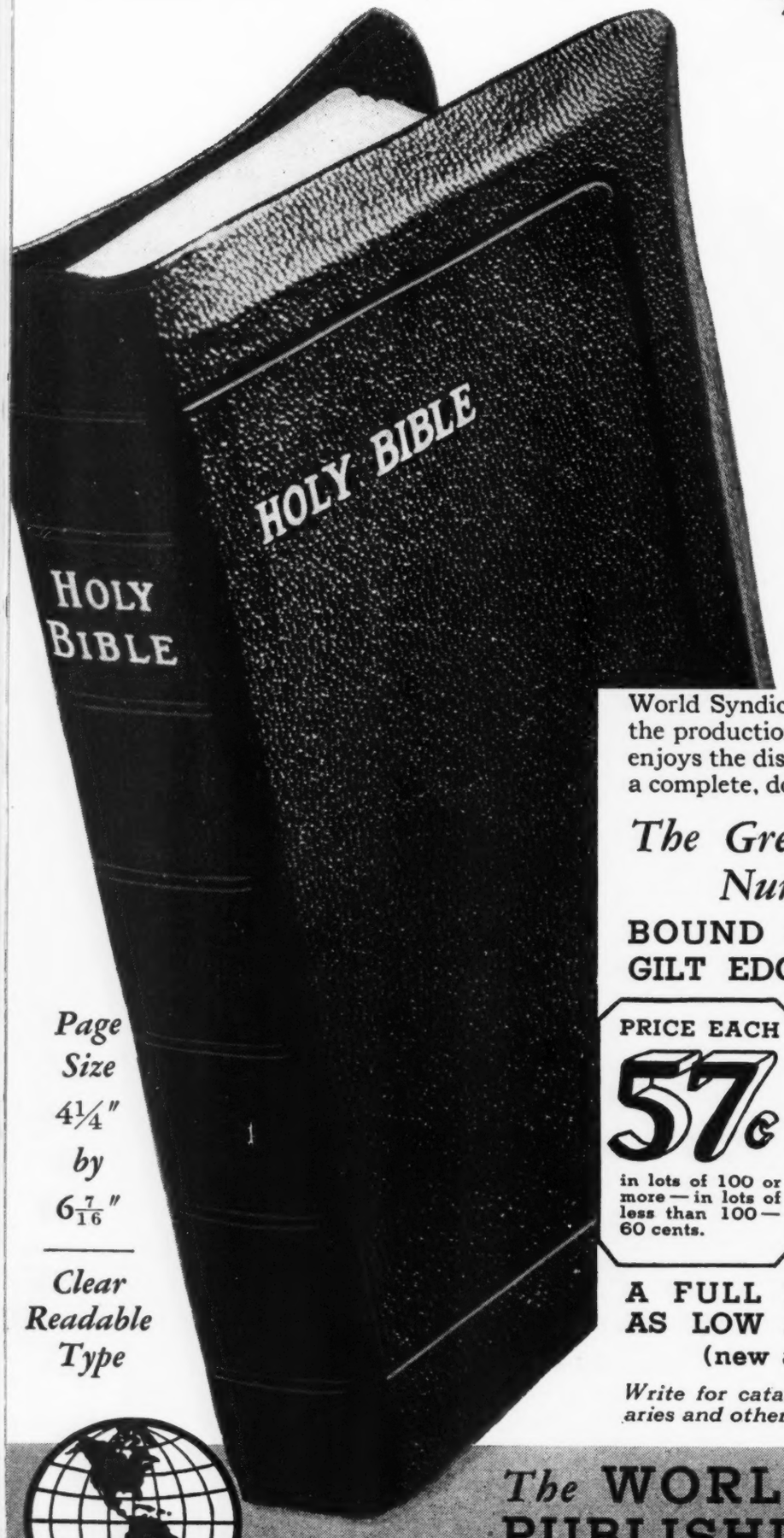
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THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

OCTOBER 19, 1935



Double-page drawing by Kurt Wiese for "Honk the Moose" by Phil Stong (Dodd, Mead)

Humor for Children

You Can't Fool Youngsters, or Patronize Them, Either

PHIL STONG

Author of "Honk the Moose" and "State Fair"

SOME MONTHS AGO I carelessly agreed to speak at a children's afternoon in the book-week program of a large department store, and automatically became the natural prey of fiends. The special fiends of the occasion were two little girls, probably twins, about six years old each or twelve years old together. They were pretty and sweet in their decorations of stiff yellow organdy and they loathed me. I loathed them, too.

It was not an instinctive hatred. Under happier circumstances we might have grown accustomed to each other and even have come to the point where we would have pretended to be casual acquaintances—but not when I had to make a speech and they had to listen to me. Occasionally I could get a reluctant smile from them, though they had just been listening to Jolly Bill and to Uncle Wiggily and obviously resented my interruption.

I felt a passing sympathy for them as I realized that our ideal was the same—that I should tie myself to a stake, pour coal oil over me and strike a match. I didn't have any coal oil.

I had come to the meeting quite unpre-

pared, with the delightful conviction that after years of teaching and writing I could manufacture trivialties on the spur of the moment which would keep the tots amused and aroused. Afterward I remembered how carefully and artfully I had prepared my first attempt at composition for youngsters, and wished that I had considered it before I had forced ideas of elaborate murder upon these innocent child minds.

Speaking or writing to children is not a matter of approaching little sub-humans or super-chimpanzees. It is a matter of addressing people who have just been initiated into the elemental humanities—the brief, undecorated and uninvolved facts of human behavior which may be covered up for us aged people, more or less, by further details of experience but which remain true and fundamental.

The problem in writing a children's book is to keep a sophisticated and extraordinarily critical audience smiling almost constantly—for it is an audience that is greedy for fun—for fifteen thousand words, or, let us say, two hours. While doing this the writer must never use malice, must never be sardonic or satiric, can be only very lightly ironic, must not pun by word or idea and is debarred from nine-tenths of the conventional topics of adult humor—the war between the sexes, politics, etc.

It sounds difficult. It is not difficult. It is amusing—and it is like running one's mind through a filter, straining out all the little and big nastinesses and malevolences and complexities that necessarily accumulate on an adult life, leaving only that pure and substantial residue which is the basis of all humor and—as far as I am concerned—of all healthy writing, the humor of character; the humor which deals gently with the fact that not all events are reasonable and not all behavior is logical.

One of the delights of writing children's books is that one can be and must be unvaryingly sympathetic about the eccentricities of his characters and his cosmos. When I start three children out for a digging expedition, burdened down with shovels, mattocks, etc., and have the oldest and largest boy carrying only a trowel, because he is the "expert," the young audience knows what is going on but feels that it is more a good trick than bad imposition. If the big boy forced the smaller ones to carry the heavier burdens the whole tone of the episode would take an ugly change.

In writing an adult novel it is too often necessary, in the interests of reality, to show such events in different lights. The realism demanded by children being less philosophical, though far more explicit, than adult realism, one is able to work on the assumption, not yet entirely disproved, that this is a fundamentally benevolent universe and that the amusement in its miscarriages of reason more than pays for the inconvenience. The youngsters will have time enough to discover that bitter injustice can exist in the world; it is enough for the moment if they learn to smile at profound, elementary absurdities, lightly presented.

If this sounds patronizing it is awkwardly stated. The most serious error that a writer can make in approaching his child audience is to try to write down to it. He can bless his lucky stars if, deprived of all the superficial devices and tools which will fool a grown audience, he can write *up* to this grimly realistic bit of the population. These youngsters haven't had time to fog their thinking with philosophies, politics, "conviction," blondes, the Jones's, etc. You may be able to convince me, by devious argument and presentation, that a Spanish onion is a rose, but don't try to talk to my spaniel puppy on the subject.

Unswerving realism is the trick. It is all right for the old witch to change into a beautiful princess, but if she does it around six p. m., she had better have supper immediately afterward. Alice's neck grows up above the trees so that the pigeon naturally assumes that she is a snake. That is convincing. Had you been a pigeon you would have thought so too. The Little Lame Prince was served a handsome meal on his flying cape because he'd been joy-riding all afternoon and was hungry, of course.

For this reason, dry understatement and the matter-of-fact afterthought seem to be the most effective of the ordinary implements of humor for young readers. I suppose that Stevenson and Carroll are the greatest children's writers who ever lived and they constantly employed these two perfectly conventional devices. Alice's White Knights and griffons and Cheshire Cats utter only Victorian Commonplaces. Stevenson in his "Martial Elegy for Some Lead Soldiers,"

gravely commiserates with their Captain, his stepson, Lloyd Osbourne:

"But while unmoved their sleep they take,
We mourn for their dear Captain's sake,
For their dear Captain, who shall smart
Both in his pocket and his heart,
Who saw his heroes shed their gore,
And lacked a shilling to buy more!"

By combing the Grimm brothers, Andersen, E. T. A. Hoffman, Miss Mulock, and the others who have written memorable children's stories, one can find scores of instances of this dry anticlimax. In achieving it one lines himself up with his young audience to smile at his own characters, his own fantasy. Children don't care how much you lie to them provided you lie truthfully.

For this reason, if I were raising a child, I should try to cultivate in him an implicit belief in a fictitious Santa Claus but not in a real one. That isn't fair.

Years ago, in Neodesha, Kansas, I had a rare group of children in an Eighth Grade English class. They were the "A" group—the pick of the classes. Since they knew considerably more about formal grammar as it is taught in the public schools than I did, it was possible for me to make mere drill tactics incidental to an attempt to stimulate in them an appreciation of the content of literature and an understanding of its forms. We read and wrangled about Emerson—in the Eighth Grade.

They were so intelligent and so well disciplined—before I got them—that it was possible to play with them. Class rarely ended without a good argument or a good laugh, so that we all came to look forward to that hour each school day. It was not necessary to insist on preparation for they all did more preparation, voluntarily, than should have been expected from college freshmen, chiefly to try to get me down in the daily battle. (Which they not too infrequently did.)

Occasionally it was necessary to touch up morale a trifle—not to get them to do reasonable work but to get the work of which they were capable out of them. This was as much fun as the rest. The interchanges would go something like this:

Teacher: Mr. Moore, (they became "Mister" and "Miss" when they had been delinquent in their studies) I see that the works of Homer have turned out to be too trivial to deserve your interest.

Charley: No, no—it wasn't that. You see, I couldn't hold the book because I was all wrapped up in blankets while my clothes were drying out.

Teacher: Oh, your clothes were damp! You shouldn't work up a perspiration that way, rushing home to study the day's assignment.

Charley: You see, after I pulled these three kids out of the river—

Teacher: And their dog?

Charley: I got the dog first. Well, then, when they brought me to, the first thing I said was, "Get me home quick because I've got ten hours work ahead of me reading tomorrow's English assignment! But they wouldn't stand for it. They said I might catch pneumonia before they could give me the medal.

(The class, all this time, sitting by and simulating terrific interest and admiration.)

Teacher: Charley, I'm sorry that I mentioned the fact that you were trying to bluff today's assignment. This is a heroic and memorable thing you've done and it should be preserved in history. Write me five hundred words about it tonight so that it can be properly filed in the national archives.

Charley: I don't want to brag—I think I could tell it in a hundred and fifty.

Teacher: Only fifty words to a child—and not counting the dog! Five hundred, I think, Charles.

Then some fool of a little girl would laugh and we'd all laugh but Charles would turn up the next morning with a detailed description of his rescue of three children and a dog from drowning—padded out with moods and visualizations, and minutely detailing his sensations as he



Another Kurt Wiese drawing from "Honk the Moose"

pushed the last child ashore and sank back into the water exhausted, just before rescuing hands could reach him—for on this occasion he wasn't rescued and they were still searching for his remains. This was his reproach to me.

Perhaps I was teaching those children to prevaricate and if so, I am sorry, for I was being paid merely to teach them English. At least two of them have subsequently made a pretty good thing of prevarication—one on a newspaper and another one on the stage.

You can't fool these youngsters or patronize them. If you aren't playing, they won't either. They know the simple human facts of the life to which they have so recently been introduced—those facts which grow so obscure after one's mind has been cluttered with differentiations between hieroglyphics and hierarchies, dictators and dictaphones, Republicans and Democrats.

Some Books I've Illustrated

Informal Reminiscences of the Creator of Little Lord Fauntleroy

REGINALD BIRCH

ALTHOUGH I HAVE ILLUSTRATED well over one hundred books in my day, I can really remember only a few because I have always been so dissatisfied with them after a week or two that I have not even kept them. So they are forgotten. However, I have been asked to write about them, and I'll try. I suppose I had better begin at the beginning and tell the why and wherefore of the commissions that were given me.

Books had a great deal to do with my coming to America away back in '71, for at that time I was given my choice of going to San Francisco with my father and mother or of staying in England and entering Rugby. I had been reading avidly, two very different stories. One was "Tom Brown's School Days" and the other was Captain Mayne Reid's impossible tales of adventures with American Indians. I loved them both but I weighed one against the other in my mind and the Redskins won!

It was ten years later in 1881 when I made my second visit to the States that I had my first introduction to the *St. Nicholas* magazine and its editor, Mary Mapes Dodge. Long before, when a boy in school, I got a prize (the only one I ever received) and it was her story "Hans Brinker," but at that time I hadn't the faintest idea of ever seeing America or Mrs. Dodge.

Her point of view in regard to my work was refreshing in contrast to that of Frederick Dielman who had been a great chum of mine in Munich. He was the same who later became President of the National Academy. One day in looking over some sketch books of mine (those were the days when we all carried sketch books. Alas, the camera has now replaced them) he remarked that the drawings were damned clever but that he didn't believe that I could draw a respectable woman if I tried. When I started making illustrations for *St. Nicholas*, Mrs. Dodge said to me one day, "Mr. Birch, the thing we love about your work is that you draw such perfect ladies!"

When I commenced at *St. Nicholas* they gave me as a tryout a little jingle which was to be more or less a test because I was told afterwards that they had given it to nine different men to illustrate and they had made nothing of it. It ran like this:

> "Oh, carry me to college, sir
> To get a high degree
> A very learned doctor
> In college I would be
> They sent me home from college
> With never a degree
> And told me for to go and learn
> My A B C."

I can remember my illustration for this now. I put the portrait of a very learned doctor in the large initial at the beginning, then a youth carried in a sedan chair followed by a small "Buttons" with arms full of books, some of them falling to the ground. At the end of the verse I made the same student tearing his hair and being regarded by a grinning bust of Minerva. My drawing was accepted and this

was my introduction to the Century Company and *St. Nicholas* Magazine.

This led to orders for drawings for many ballads and jingles and shortly I was surprised by a request to illustrate a full length story to be printed serially and later published in book form. It was called "Little Lord Fauntleroy." I don't like to look at these drawings now. They seem to me crude and unworthy, but it is one book that I haven't been able to lose or forget. It has followed me all of my life and all of my work of better quality has been pushed in the background. I am doomed to be known as the creator of "Little Lord Fauntleroy." I have tried to accept this punishment in a contrite spirit as penance for the suffering my pictures have inflicted upon innumerable small boys forced to go through their early trousered years in long-curled, velvet-suited and lace-collared misery, the victims of their mothers' adoration for Mrs. Frances Hodgson Burnett's hero. Many men have told me that they had to go through the "misery" of wearing that "Damned suit" that I invented—with one illustrious exception—no less than the famous author and critic, Alexander Woollcott, who told me that he not only wore it but liked it.

It is possible that I was better equipped to make the illustrations of this book than most men because I had met a great many people who resembled the characters in my boyhood days on the Isle of Jersey; such as half-pay officers, retired admirals and generals and some few titled people who had gone there because it was cheap and charming. They were conservative and narrow minded but distinctly of the better class of English society. Dean Le Breton whom I met there was the father of Lily Langtry. I remember her as a long lanky girl with flowing hair, the Du Maurier type, and I went to school with her two brothers.

The picture of the Earl that I drew (the grandfather of Little Lord Fauntleroy) was founded on my own grandfather whom I remembered as a distinguished looking old gentleman who had entered the British Navy as a Middie of 13 years of age about two years after the Declaration of Independence in this country. Mrs. Burnett had two boys whom she dressed somewhat like the costume I finally made for Fauntleroy himself, though I modified it. It is interesting to note that one of these boys is now a member of my Club and is quite bald headed. It was an essentially



Little Lord Fauntleroy as he appeared in the new illustrations made by Mr. Birch for Scribner's in 1911

Victorian story and a life with which I was very familiar.

Mrs. Burnett was a well-known author at that time, one of her best books being "Lass O'Lowrie" and the publishers considered it a feather in their caps to get Fauntleroy. The amount I was paid for the illustration was absurdly small, but I suppose I should have felt amply compensated, for after it was put on the stage, I received two free tickets to the opening performance. There was a much finer compensation, however, in the pleasure I had in meeting that delightful little actress, Elsie Leslie and her beautiful sister. She originated the part of Fauntleroy on the stage and was always to me the best of the lot of them who came afterward.

When I met her, I made her a present of a little drawing of Little Lord Fauntleroy bowing to her. She said, "Why do you make his legs so long?" "Naturally," I replied, "so he can get to you as quickly as possible."

At that time, many men—among them Mark Twain—vied for Elsie Leslie's favors. He worked her a pair of wool slippers and



One of Mr. Birch's illustrations for "Master Skylark" (Appleton-Century)

gave them to her. I saw his letter of presentation which ran something like this:

"Dear Elsie: I have worked these slippers for you with my own hands and I have twice as many pores in my body than I had when I started," then as far as I can remember, he ended by saying, "I shall not advise you to wear them in public because somebody might shoot you, therefore wear them next to your heart. Devotedly, ——."

Ellwood Hendrick the famous chemist was another admirer of Elsie Leslie and flattered me very much when meeting me by raising his fingers at me and saying tragically, "My hated rival."

In those days we used to send our drawings to the publisher by a messenger boy whom we called directly from our studios by a switch. We used to pay Western Union at the end of the month. So far reaching was this service that women often took these boys to the theater as chaperones. I deplore this is no longer possible. One day during the time I was illustrating Lord Fauntleroy—I was living at the Benedict in Washington Square and Century Company had just moved up to Union Square—I called a messenger to send one of my final drawings to the publisher. I noticed that he was a sort of frivolous type and the drawing was quite large, so I was disturbed after he left with it. I hastily put on my things and followed him, overtaking him as he got to Union Square. It was raining and there was a very high wind. He was amusing himself by tossing my drawing up in the air. It would float for awhile and then drop in the mud. We arrived at Century Co. with the boy in my custody, and rather crestfallen.

After the success of Little Lord Fauntleroy, Mrs. Burnett wrote many other juvenile stories and expressing herself pleased with my illustrations, requested that I make the drawings for them. There was a series of books which I remember "Editha's Burglar," "Sara Crewe," "Giovanni," "Two Little Pilgrims" and later, "The One I Knew Best of All," being a story about herself. By this time I was virtually on the staff of *St. Nicholas* and did an immense amount of work, many ballads and stories. I remember one by Frank R. Stockton who was to me one of the most charming and able writers, alas, long since forgotten. Then I began to get other books to do; "The Horn of Roland," "Lady Jane," "The Story of Vitean," "Saltillo Boys," "Historic Girls," "The Youth Plupy," and some of the Ballads were printed in book form and called "Down Durley Lane." One has one's favorites, of course, and one of mine was "Shakespeare's Little Lad." It was also printed serially in *St. Nicholas* before publication in book form.

The book which particularly appealed to me though, was one called "Master Skylark" by John Bennett. It was also a child's book and a delight to illustrate. I knew the author well, in fact we became very good friends and I have two letters of appreciation from him which I prize more than anything in the world. In one of these he writes me—"the setting is just full of the touch and essence of romance which you possess more than any other draftsman I know." I am afraid the romance was in his story and had to crop out in the illustrations. It particularly appealed to me because it was laid in the Elizabethan period and introduced Shakespeare. It had real pathos and was altogether an outstanding juvenile classic. One of the pictures, representing the Elizabethan theater showing stage and audience was used

in Harvard to illustrate the lectures on the drama as the best example of the stage of that period. Unfortunately, although the subject was so splendid, I feel that I failed to do justice to the story.

After this along came many other books to illustrate. There was a drawing for a story of Kentucky mountaineers—"Red Head" it was called—by John Uri Lloyd which had a certain amount of value. Dodd, Mead published this. Another book, "The Admiral's Caravan" by Caryl was clever and amusing. At one time I did "Silas Marner" for Blackwood, the Edinburgh people, and "Little Men" for a Boston publisher. There were always the Children's Magazines and I may be pardoned if I quote a phrase from a letter written me by Pringle Barret, Editor of *The Youth's Companion*—"How pleasant it is to receive drawings that do not stop where the text stops! It is as if they said, 'Hurry and read the verse, then look at us; we have more to say.' "

I have a great many agreeable memories of my association with Art Editors and ofttimes amusing things happened. Drake was Art Director of *St. Nicholas* and Lewis Fraser was Art Manager. One day Fraser was sitting in his office and a woman who had been waiting a long time was shown in asking for a chance to do some illustrating for *Century* or *St. Nicholas*.

"Have you any drawings with you?" he asked.

"No."

"I can't give you an answer then," he said.

"Oh, I've never made any," the woman said, "I'm a corset maker by profession, but I'm tired of that so I thought I'd like to make illustrations for magazines." Poor Fraser had to explain that it was necessary to study five or six years abroad, etc, etc.

Another time I was in the office when Oliver Herford came in with some drawings of animals with little verses. He had a slight contention with Drake about the price, as Drake said he couldn't possibly pay more than $15 apiece. Finally Oliver accepted but asked for the drawing of the rhinoceros back again and going into the other room, he changed it by removing one of its horns saying to Drake, "For $15 I can only give you one horn."

It is delightful to draw for children and I never had a criticism from a child that hadn't got some vital reason and good sound sense. I think that they like simple illustrations, straight-forward and dramatic, pathetic or humorous; but they must always be more or less full of action or healthy sentiment. And, also they must be authentic. I have letters from these child readers long since grown up telling me of some long forgotten work that had clung in their memories through all the years. One of these came only a year or two ago from Leicester B. Holland, Chief of the Division of Fine Arts of the Library of Congress. He says, "You and Howard Pyle



A drawing by Reginald Birch for "Rainbow in the Sky," an anthology for younger children edited by Louis Untermeyer for publication by Harcourt this year



A drawing by Reginald Birch from "Patsy's Progress" by Rose Knox published by Dodd, Mead

were the first artists whose work I hailed by name. . . . I don't suppose you remember Oliver Herford's

Sir Rojer de Romily Rose
Had at least sixty-five suits of clothes.
His cravats of all styles
Measured miles upon miles,
While his ruffles and frills—goodness knows!

There was a tiny drawing by you of a laundress throwing up her hands in dismay, that was a gem. The impression it made on my childish mind has never grown dim." Such a tribute makes life worth living.

As to the child critics, I was once told by one that a camel didn't walk the way I had drawn it. It was true, because I had made it trotting and a camel is a pacer.

One rarely receives an unconscious compliment, so I was very flattered by the actions of a little boy who got on the same elevated with me one day. He had a copy of *St. Nicholas* in his hand. Turning the pages, he came to some illustrations I had made. He looked at them carefully, then went on and looked at others. Finally he turned back to my illustrations and began to read the story.

But perhaps the highest praise I ever had from a child was written me by John Bennett. In speaking of the characters in "Master Skylark" and my depicting of them, he goes on, "Carew's face in the prison-scene is as strong and sympathetic a piece of work as I can remember: a little Kansas City girl here cried over it, although she assured me she did not like Gaston Carew a bit."

Illustrations for children are difficult because the stories invariably introduce so many different things—animals, flowers, birds—and you have to get them right; to say nothing of the exercise of imagination necessary to picture gnomes, fairies and other fanciful creatures. In so many juvenile books today, the artists seem to be only bent on pleasing themselves and satisfied to make a decorative pattern (which I don't think any of the children understand) and indulging their own idea of art as an *abstraction.* Even in the adult art of today, many of them present figures with one leg or one eye. Perhaps there is some other reason for it, say the grounds of economy, as the poet says—"a single eye, a single thought"—which is economical but very singular.

Coming down to the present day, my latest things have given me great pleasure in doing —two books by Louis Untermeyer, and "The Far Town Road" by Emma Gelders Sterne (Dodd, Mead, publishers) which is still in the making and will come out in November. The books by Untermeyer are "The Last Pirate" and "Rainbow in the Sky"; the first being a connected story from the Gilbert and Sullivan Operas which I have known and loved all my life and the second an anthology of children's verse including nursery rhymes. This was entirely up my street. As this book is only just off the press, for the present moment I am not entirely ashamed of the drawings, but this feeling may not last longer than a week.

No Decameron?

Time and the Natural Selective Process May Be Regulation Enough of Reading for Children Unless the Amount of Trash Becomes Too Great

GILBERT SELDES

Author of "The Stammering Century" and "Years of the Locust"

FOR SEVERAL YEARS, while I was working on *The Dial*, I used to get myself into trouble regularly with a variety of organizations by suggesting, in the October issue, that Rabelais was good reading for children. It all rose from the simple circumstance that one of the books which gave me great pleasure when I was nine or ten was a child's garden of Gargantuan humor, the pickings of Pantagruel. I can't help it. The book did exist, although I've never been able to find it again; it had grand illustrations; and I suppose it was not obscene. The guardians of my morals were liberal, but not licentious.

Impossible as it is for me to say that my tastes were early corrupted, I still confess that I begin now to have doubts about my early reading. I'm not so sure that "Beautiful Joe" had the right moral tone or the good English style.

I read too much, anyhow, and have become, later in life, addicted to the habit of reading without believing that reading a lot is an especially good thing. I have, under observation, two young people who like to read. It is hard not to throw good books in their way, hard not to prevent them from reading the thick, badly made, trash on sale at the five-and-ten's, the records in print, God forbid, of the doings of the radio heroes. It is hard to develop a principle and to say that up to the age of five or seven or ten or fifteen, children should be protected from trash. I still read such a lot of trash myself. I can't say, "Don't read Dick Tracy" or whoever the monstrous character is, so long as I read the most appallingly silly mystery stories, the kind without real mystery, the kind built on absurdities and featuring a miraculously successful central character who is obviously pining for a radio serial.

It seems to me, with my minute experience, that often children like to read for the sake of looking at words, that is, without caring particularly whether they get any meaning whatever from the printed page. I saw a lad who can't be ten pick up "Crime and Punishment," attracted only by the first part of the title, and read the first paragraph through, proposing to continue because he liked the character of the man who had to sneak by the landlady's door because he owed the rent. And I should have checked any effort on the part of his parents to forbid him, because I remembered a visitor to our house when I was about eleven who looked at the books and said, "Does your father let you read such filth as that?" pointing to Zola's "Fécondité," and then, "Oh, I see it's in French." I told him, proudly, that my father would let me read anything. I was right about my father. Actually, I was reading "David Copperfield."

Something of an Anarchist

The boys who didn't read much, when I was about fourteen, were the good skaters, and I wanted to be, and was not, a good skater. Hence a prejudice against my own capacity; I could and did read everything. Hence I remain something of an anarchist in the entire business; dubious about reading, definitely opposed to too much regulation, trusting to time and the natural selective process. But I am aware that things in a modern city aren't what they were in the village of my youth when the 1890's crept toward the 1900's.

Providing bad books for children is something of a racket, and I know why publishers of good ones have to work so hard to get them read. But I cannot work out any general principles. I believe I read "Alice in Wonderland" when I was about ten; I liked

it better at twenty, liked it less at thirty-five, and now can't for my life see why children like it at all, except as I liked Rabelais, as an adventure book, a fairy story. Certainly what we see in Alice isn't—and shouldn't be—visible to their young eyes. For myself, Babar is a complete enchantment and from many testimonies, I gather that children like him, too. A happy coincidence, which goes for Little Black Sambo, also. But can you say that those books are best for children which do not make their parents a little bit sick?

My dislike for Milne is so intense that I have named Morton, the English columnist ("Beachcomber") my favorite poet; he wrote

> Hush! Hush!
> Nobody cares!
> Christopher Robin
> Has fallen downstairs.

But I couldn't snatch "When We Were Very Young" from the sticky and adoring hands of a child. My principles aren't strong enough.

Radio, the Enemy of Reading

The great enemy of children's reading, just now, is the radio. And the only way publishers will conquer, is by combining with the radio. I haven't followed programs closely for a summer, thank heaven, but last year the hours from 5 to 7 were full of woeful stuff. Why haven't good children's books been radio-dramatized? Why hasn't the air been used to furnish children with a sharper appetite for books not published by racketeers?

I suggested, a few months ago, a reduction of the Sherlock Holmes adventures in the manner of Lamb's Tales from Shakespeare. Luckily, most of the crimes of these adventures are not sexual; the simplification would be one of language, chiefly. The stories themselves have been successful on the air, for adults; they could be done again to advertise laxatives or breakfast food to children. The radio presentations would lead to interest in the books. And—most important of all—they would be more exciting and more absorbing than the mechanical stuff now offered, so that they might drive some of it to obscurity. My choice of subject may have been wrong, but I think my idea was right: it is up to the publishers, who can count on the support of powerful organizations of parents, somehow to get their good things on the air.

Dime novels didn't penetrate, in my childhood, to our part of southern New Jersey, so I cannot say that they were the equivalent of radio serials. I know that somehow there fell into our hands two weekly newspapers which memory persists in calling the Chicago *Blade* and Toledo *Ledger*. One of them had a horror picture on the first page, every week; usually it was printed in ghastly red: some forerunner of the Ku Klux Klan, I seem to recall, frightened a man to death; someone, for some reason, got the water-cure; murder and sudden death. Those pictures actually haunted my childhood, for months at a time. Nothing on the air now can be as bad, I think. And here I am, still so wavering in principle, still so willing to let children go ahead and select what they like, that I can't even definitely say I wish I had been forbidden to see those newspapers. Certainly they did no good; the world would have been quite as well off if they had never been published at all. And yet—!

Problem of Bulk

Is there a Gresham's Law about literature? Does the inferior always drive out the superior? What we have to face now is largely a problem of bulk. The amount of bad stuff in sheer weight is so overpowering that the good may not get a chance. That may be the new factor which will throw my philosophic anarchism into the discard. I'm not sure.

In all probability my own childhood was misdirected. My father, in 1900, allowed my brother and myself such freedom of choice, threw so many decisions upon us, left us too independent, that the enlightened parent of the 1930's seems to us barely to be catching up to him. He actually was to such an extent a philosophical anarchist that he never tried to make philosophical anarchists out of his children. Whatever guidance we had was unknown to us, a selection, perhaps, of a general frame of reference, with the choice of details in our hands. We never had, then, the pleasure of reading forbidden books, because no books were forbidden. I do not think our minds were peculiarly cluttered with trash.

But as I said, the amount of trash may now become too great. Let the publishers look to it.

Bertha L. Gunterman

The Third of a Series of Sketches of Children's Book Editors in American Publishing Houses

MURIEL FULLER

Eastern Representative of "Child Life"

BERTHA GUNTERMAN comes from old Kentucky—Louisville—like most southern girls was privately educated, with some work in the University of Louisville and auditory courses in the University of California and Columbia. She went into library work first, and was head of the Order and Accession Department of the Louisville Free Public Library for seven years, and had a short term of service in the Los Angeles Public Library. She has always been interested in children's books, as she has a baker's dozen of nieces and nephews with the most varied tastes in reading.

"I early learned," she says, "not to show I was disconcerted when informed some book I had recommended was a 'bum' story."

Miss Gunterman had practical selling experience for a short time in two book shops, the Sather Gate Book Shop at Berkeley and Himebaugh & Browne, then on Fifth Ave. opposite the New York Public Library, and in 1922 went to Longmans, Green as library correspondent, following a year in Houghton Mifflin's San Francisco office. When requests came in to bring back into print certain books for children, plans for a children's book department began to grow. Longmans, Green welcomes initiative, and this department was definitely launched in 1925, with its editor given a free hand to shape it however she pleased.

A glance at the Longmans list shows how well that has worked. Bertha Gunterman believes in a balanced list, "historical stories that recreate a period are valuable, as well as modern stories that honestly give a picture of contemporary life, and folk tales to feed the imagination."

A few of the most outstanding titles on the Longmans juvenile list are: Ella Young's three—"The Tangle-Coated Horse," "The Wonder-Smith and His Son," and "The Unicorn with Silver Shoes"; John Bennett's "Pigtail of Ah Lee Ben Loo"; Marian Hurd McNeely's books, especially "The Jumping-Off Place"; Merriam Sherwood's incomparable story of the Cid, "The Tale of the Warrior Lord"; Laura Adams Armer's "Waterless Mountain" and "Dark Circle of Branches"; "The Pageant of Chinese History," by Elizabeth Seeger; and Margaret Raymond's "A Bend in the Road."



Bertha L. Gunterman

Children's Book Editor for Longmans, Green & Company

In 1928 Miss Gunterman inaugurated a prize contest for the best children's manuscript to be submitted to Longmans, Green. This was won by Charles Finger's "Courageous Companions," the story of a boy who sailed with Magellan. Two years later another similar contest was conducted, and "Waterless Mountain" by Laura Adams Armer was the prize-winning manuscript.

This book was also awarded the Newbery Medal in 1932.

Miss Gunterman had a creative part in getting "The Jumping-Off Place" written. She met Mrs. McNeely at a tea in New York, and found that this author who had not written a book for twenty years, had two good plots well worked out in her mind. All she needed was sympathetic encouragement.

One of the rewards for this has been Mrs. McNeely's amusing letters. Once in a period of hectic house-cleaning she burned the copy of a book that was then in press, and wrote contritely: "I haven't had so deep and lasting a fit of humility since I was homesteading, and broke the only fever thermometer in all of Tripp County. I'll never be able to forgive myself for that burnt copy. I hope you have been able to conceal the story of my shame from Mister Longmans. Somehow, I don't seem to mind Mister Green's knowing—I always think of him as a simple, kindly soul, when I see the firm name. But Mr. Longmans is another type, and I trust he will not have to know."

Herself the editor of a delightful book of Spanish fairy tales, "Castles in Spain, and Other Enchantments," Spain is one of her hobbies, and she visited it this year, in June, incidentally attending the international library conference in Madrid. Travel is another hobby and whenever she can Bertha Gunterman is off across the Atlantic to the Old World. This past year she has spent abroad, on leave of absence, traveling in Italy, England, Spain and Germany. In addition to writing herself Miss Gunterman has edited several books, notably "Tartan Tales from Andrew Lang," which she selected for the Longmans, Green list because she liked its dry Scotch quality.

Junior Novels a Specialty

While all of the juvenile books on Longmans' list are of high standard and of excellent literary merit, Miss Gunterman's acknowledged specialty is books for the older boy and girl, "junior novels." There is a gap between thirteen or fourteen, and the age when the adolescent turns to adult fiction, that needed to be filled. Some years ago this was a very great need; today it is less so, partly because Miss Gunterman has made it her business to help fill this gap. One of the best "junior novels" that presents the economic status of the world as young America must face it, is a book mentioned on the preceding page, "A Bend in the Road." It has been widely acclaimed, not only as a book for older girls; but one that can be read with profit as well by adults.

The Longmans list of books based on history, for older boys and girls is perhaps the finest in the country. From the time of Carthage, down through the Wars of the Roses and the Great Erasmus, clear to American history, with its clipper ships and wheels to the West, the list goes.

Romance Is Needed

Unlike some critics of children's literature, Miss Gunterman believes boys and girls in their 'teens should find the right amount of romance in books written for them. "Every normal young person has a decided slant toward romance," she said in a recent interview. "I think authors and parents should recognize that it is natural for them to enjoy that kind of reading. In girls this appetite is usually very sensitive and should not be discouraged. Everybody wants affection and romance in real life and in books, and I think they should have it. We need fiction to tide young readers over to the years when they can understand adult novels."

Besides travel, Miss Gunterman's other absorbing hobby is the theater. So when she can't charter a ship for a new Odyssey she buys theater tickets, and sails away for evenings of new exploration.

Defence of Ella Young

One of the greatest services ever rendered the literary world was Miss Gunterman's spirited and gallant defence of Ella Young, when that distinguished Irish author and scholar was barred from re-entry into the United States in 1931 by a misguided American consul in British Columbia. After four months, during which Miss Gunterman spent every waking hour in writing to men and women of letters, and in political life, for aid, Miss Young was re-admitted. As one critic said, "Miss Young is not only rare in a generation but rare in the life of a race, and her exclusion from the United States would be an everlasting disgrace." Miss Young had come to America in 1927, following the publication of her first book by Longmans.

When Boys Read the Books They Like

A Heretical Booklist

HUBERT V. CORYELL

Principal of the Browne and Nichols School of Cambridge, Mass.

THERE ARE BOOKLISTS AND BOOKLISTS. We who are parents and we who are teachers are always eager to get help in the guidance of our children's reading; and we can scan each new list hopefully. Unfortunately all too many of them are made up from a point of view that greatly lessens their value to us.

There is the too thorough and inclusive list painstakingly made up by committees of educators and librarians. We admire the completeness of it. We gasp at the amount of labor that went into its compiling. But, when we come to try to use it, we find that we can only flounder about vaguely among its hundreds of titles.

Then there is the list prepared by the English Department of our boy's school. We find that it is made up almost wholly from the point of view of literary excellence. We discover on it too many of the books that we ourselves were forced to read, as youngsters, and found dull and tiresome—those masterpieces like "Silas Marner" and "The King of the Golden River." We suspect the titles that are unfamiliar of being equally unalluring. We want books that our children will read willingly. The job of driving a boy through a book is thankless; and, if we have any common sense, we know that the boy will both hate the book, and draw back from any other book that we recommend. The ultra-literary booklist too often does just the opposite from what it is meant to do. It drives young people away from books and makes them distrust both booklists and adult advisers.

In despair we go to a good bookstore. Here we find great stacks of attractive volumes. We flit from one to another of them, followed by the helpful—perhaps too helpful—clerk, who tells us, "Yes, that book is selling well." "Yes, that book is having a splendid success." "Yes, that is one of the best of the new books." We suddenly realize that this is just what we are seeing—the new books, those just out or out for not more than a year or two. These are the ones that are being pushed by the publishers, of course. Timidly we ask if some of our own old favorites are still selling. Oh, yes, we are told, and we are shown beautiful gift editions—at three dollars a volume. We demur at the high price, and are shown obviously cheap editions at one dollar. We don't know what to decide. Finally we see a most attractive booklet containing lists of books, classified helpfully, with attractive pictures and illuminating comments. We take one home to study over in a mood of judicial calm.

We start in on the bookstore's list, full of enthusiasm, skimming along through it, stopping here and there to read the comments. Presently it dawns on us that we are reading blurbs—publishers' advertising comments. This is not a booklist: it is a catalog. Every comment is an attempt to sell. All the books listed are new. No book that we ever heard of seems to be there. The beautiful, helpful-seeming booklist is a sales-talk. Some of the books may be splendid. But how do we know which ones?

More than twenty years ago, as a teacher of English, but still pretty much of a boy myself as far as books go, I began to rebel against the literary lists published by English Departments. It seemed to me that boys had a right to enjoy their reading just as much as grown people; and I felt sure that there must be plenty of books that were really alluring to the boy and at the same time either of good literary quality or at least full of worth-while mental or spiritual enrichment. With this conviction, I began systematically to ask boys to tell one another about their favorite books in my presence. To my great satisfaction I discovered that there were plenty of favorites that were thoroughly worth reading—in fact that, where any great number of boys could agree on a favorite, it was almost certain to be a book that I could recommend, too. So I began building up my heretical list—heretical

because the recommendations came exclusively from boys—and I have been taking votes on books every year since, until I can say with considerable confidence now about certain books, "Yes, that is a book that boys really like; and it's a good book, too."

Here are some of the not too recent books that have proved to be outstanding. Note how many of our own old favorites are on it. Of course no one book can be expected to hit every boy. But all of these will hit a great number of boys and hit them hard. Those with the most universal appeal, I have starred. The age groupings are only suggestive.

For Boys of Nine or Ten

THE BED TIME STORIES, etc., by Thornton W. Burgess
*THE JUST SO STORIES, by Rudyard Kipling (To be read aloud if possible)
*THE STORY OF DR. DOLITTLE, by Hugh Lofting
PINOCCHIO, by Charles Collodi
KING ARTHUR AND HIS KNIGHTS, by Howard Pyle
*BLACK BEAUTY, by Anna Sewell
*THE JUNGLE BOOK, by Rudyard Kipling
*THE BIOGRAPHY OF A GRIZZLY, by Ernest Thompson Seton
THE TWIN SERIES, by Lucy Fitch Perkins

For Boys of Ten or Eleven

MASTER SKYLARK, by John Bennett
OTTO OF THE SILVER HAND, by Howard Pyle
*SWISS FAMILY ROBINSON, by Johann David Wyss
*THE ADVENTURES OF TOM SAWYER, by Samuel Langhorne Clemens
MONARCH, THE BIG BEAR, by Ernest Thompson Seton
THE BOY CAPTIVE OF OLD DEERFIELD, by Mary P. Wells Smith
*JIM DAVIS, by John Masefield
*WITH THE INDIANS IN THE ROCKIES, by James Willard Schultz

For Boys of Eleven or Twelve

THE FLAMINGO FEATHER, by Kirk Munroe
*MEN OF IRON, by Howard Pyle
MARTIN HYDE, THE DUKE'S MESSENGER, by John Masefield
*WILD ANIMALS I HAVE KNOWN, by Ernest Thompson Seton
THE PRINCE AND THE PAUPER, by Samuel Langhorne Clemens
*THE MERRY ADVENTURES OF ROBIN HOOD, by Howard Pyle (Best when read aloud)
IN THE GREAT APACHE FOREST, by James Willard Schultz
*TREASURE ISLAND, by Robert Louis Stevenson
THE BLACK ARROW, by Robert Louis Stevenson
TWO LITTLE SAVAGES, by Ernest Thompson Seton
*LAD: A DOG, by Albert Payson Terhune

For Boys of Twelve or Thirteen

*THE ADVENTURES OF HUCKLEBERRY FINN, by Samuel Langhorne Clemens
THE SECOND JUNGLE BOOK, by Rudyard Kipling
*THE CALL OF THE WILD, by Jack London
*CAPTAINS COURAGEOUS, by Rudyard Kipling
*RED FOX, by Charles G. D. Roberts
THE STORY OF A BAD BOY, by Thomas Bailey Aldrich
LITTLE WOMEN, by Louisa May Alcott
THE MAN WITHOUT A COUNTRY, by Edward Everett Hale
TOM BROWN'S SCHOOL DAYS, by Thomas Hughes
*A CHRISTMAS CAROL, by Charles Dickens (Should be read aloud at Christmas)
THE WHITE COMPANY, by Arthur Conan Doyle

For Boys of Thirteen or Fourteen

*White Fang, by Jack London
The Mysterious Island, by Jules Verne
Stalky and Co., by Rudyard Kipling
Scottish Chiefs, by Jane Porter
The Adventures of Sherlock Holmes, by Arthur Conan Doyle
Robinson Crusoe, by Daniel Defoe
A Connecticut Yankee in King Arthur's Court, by Samuel Langhorne Clemens
*Bob: Son of Battle, by Alfred Ollivant (Best when read aloud)
Ivanhoe, by Walter Scott
Mr. Midshipman Easy, by Captain Frederick Marryat
The Deerslayer, by James Fenimore Cooper
*The Cruise of the Cachalot, by Frank T. Bullen (For lovers of sea adventure)
Lorna Doone, by Richard Doddridge Blackmore
Kidnapped, by Robert Louis Stevenson
The Three Musketeers, by Alexandre Dumas
My Life As An Indian, by James Willard Schultz (True, romantic autobiography)

It will be noted that many standard books of unquestioned merit are not on this list, such as "Uncle Tom's Cabin," "Two Years Before the Mast," "The Oregon Trail," "Oliver Twist," "Quentin Durward," "Kim, and "Westward Ho." A few mature boys will read these and others in their literary class with real pleasure and benefit; but they were written for grown people, and many boys find them slow reading. I am not willing to risk my reputation with the boys by including them as "sure-fire" books.

So much for the books that have won recognition in the past. There are perhaps fifty more that are almost as good, and still another hundred that are worth reading. I could list them, but I want the above list to be really selective. I have included in it only the books that I know will be enjoyed by most of the boys who try them. Now, how about the newer books—those, we'll say, that have been published in the past ten years?

It so happens that for nearly three years now, I have been on a committee that has been reading all of the new books for young people that have any promise, just as fast as they come out. Each member of that committee has read well over a hundred books, and has submitted the best of them for boys and girls to read also before listing them in the yearly bulletin. In the course of this reading, I have come across a few books that are almost surely destined to win their way on to the permanent list of favorites. Many others may or may not do so. The list that follows is made up of those books which, judged by their popularity among the boys, are worth trying, and according to my own opinion are worth reading. The ones that I consider real masterpieces and surely of permanent value, I have starred. It is to be remembered that I cannot recommend this list with the same assurance as the first, because the books have not stood the test of time. However, of the newer books that have found their way to the attention of myself and my boys, these are the most promising.

For Boys from Seven to Ten

*When We Were Very Young
*Now We Are Six
*Winnie the Pooh
*The House At Pooh Corner
And any other books written by A. A. Milne about Christopher Robin. These books, the first two being verse, the second nonsense narrative, are little gems of whimsical genius. They will live.

For Boys from Ten to Eleven

Baldy of Nome, by Esther Birdsall Darling
Bambi, by Felix Salten

HARI THE JUNGLE LAD, by Dhan Gopal Mukerji
KARI THE ELEPHANT, by Dhan Gopal Mukerji
OOD-LE-UK THE WANDERER, by Alice Allison Lide, and Margaret Allison Johansen
PEIK, by Barbara Ring
THE SINGING SWORD, by Mark Powell Hyde

For Boys from Eleven to Twelve

THE CALL OF THE RIO BRAVO, by Albert E. Bailey
GAY NECK, by Dhan Gopal Mukerji
LUMBERJACK, by Stephen W. Meader
QUEER PERSON, by Ralph Hubbard
RED HORSE HILL, by Stephen W. Meader
THE SCARLET FRINGE, by Edwin Slocumbe, and Helen Clark Fernald
SWALLOWDALE (and others of the series), by Arthur Ransome
TONTY OF THE IRON HAND, by Everett McNeil

For Boys from Twelve to Thirteen

BEHIND THE GREAT SMOKIES, by Paschal N. Strong
CLEARING WEATHER, by Cornelia Meigs
COUNT LUCKNER THE SEA DEVIL, by Lowell Thomas
*FALCONS OF FRANCE, by Charles Nordhoff and James Norman Hall
GOOD LUCK, LIEUTENANT, by Russell Gordon Carter
THE HALF DECK, by Captain George H. Grant
THE JINX SHIP, by Howard Pease
THE MESSENGER OF THE BLACK PRINCE, by Thomas A. H. Mawhinney
NORTH AFTER SEALS, by Thames Williamson
SMOKY, by Will James
SMUGGLER'S LUCK, by E. A. Stackpole
SWIFT RIVERS, by Cornelia Meigs
THE THOUSAND MARCH, by Frederica de Laguna
THE TRADE WIND, by Cornelia Meigs
*YOUNG FU, by Elizabeth Foreman Lewis
ZORRA, by Vance Joseph Hoyt

For Boys from Thirteen to Fourteen

THE BIRD OF DAWNING, by John Masefield
CARIB GOLD, by Ellery H. Clark
LONE COWBOY, by Will James
THE LOST GALLEON, by Ellery H. Clark
*MEN AGAINST THE SEA
*MUTINY ON THE BOUNTY } by Charles Nordhoff and James Norman Hall
*PITCAIRN'S ISLAND
PORTO BELLO GOLD, by Arthur D. Howden Smith
SIBERIAN GOLD, by Theodore Acland Harper and Winifred Harper

And now a word in conclusion, we who are parents and teachers should remember, first, that young people have the same right to enjoy their reading that older people have; second, that, while some books become outmoded and dull, there are a few which are so interesting and so well written that they will always be deservedly popular; third, that while there are too many mediocre new books put on the market each year, the technique of writing juveniles is really improving, and every once in a while a real gem is produced. "Young Fu" is one of these. The "Bounty" trilogy gives us three more. The A. A. Milne books are priceless. We can only hope that more just as good will come along as the years roll by.

Note: The author is always on the look-out for new books. He will welcome suggestions from readers of this article and will gladly give personal attention to those with reading problems.

Reading for Fun

An Interpretation of the Book Week Theme

By ANNE CARROLL MOORE

"THERE IS no bond like having read and liked the same books," says E. Nesbit.

Her children talk about the books they read as naturally as they talk about their play. And this, it seems to me, is to give reading its own place in a child's life.

"It's fun to read when you don't have to," a small boy confided very early in my experience in a children's library.

"Reading is about the best sport there is after you get the hang of it," said another.

"I never liked to read until I saw such lots of interesting books all at once and could try any one I wanted to and then try another if I didn't like that one. It took lots of books to make me like reading but now I love it the way I do swimming and dancing." It was a twelve-year-old girl who needed "lots of interesting books" to discover for herself the joy of reading for reading's own sake.

There is unmistakable joy in the heart and on the face of the girl or boy, the man or woman who has once made that precious discovery and keeps on reading for the fun of it.

One should read what one likes if one is to love reading, and children's tastes in books are at once more varied and variable than the tastes of grown-ups.

Nothing short of continuous natural exposure to many books of different kinds and values and abiding faith in the power of literature itself to transform taste and create new interests in the world of books will make reading for fun a reality in our own day and age.

I have long believed that reading should be more widely and consistently treated in our schools on a par with drawing and music.

Thorough mastery of the mechanics of reading is essential. It is akin to the learning and practice of the rules of the game in the world of sport and should be so represented to children. But word recognition and definition and book reports too often become kill-joys of reading habits of an enduring kind.

Reading for Fun is the finest theme we have yet had for Children's Book Week. It stirs the imagination and suggests fresh explorations of those children's books which have contributed the most real fun to reading and challenges the output of the present and future to continue to give the children a good time in the writing, the illustrating and the publishing of books.



* * *

The N.A.B.P. pamphlet for Book Week, containing this essay and many helpful suggestions, will be forwarded to any bookseller who wants it, with the five-color poster, designed by Richard Floethe, pictured above. Requests should be sent to Marjorie Griesser, National Association of Book Publishers, 347 Fifth Avenue, New York.

The dates of the Week this year are November 17th to 23rd, bringing it nearer the Christmas buying season than it has been in former years.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leypoldt

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October 19, 1935

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

The Outlook Is Bright

THE OUTPUT of new books for boys and girls is on the upturn again; the first nine months this year show 413 titles as against 337 for a similar period last year. Quantities of titles are, of course, not so important as quality and the success in selling, but numbers do indicate publishers' returning confidence in this market, a confidence which has been justified by a slow but steady upturn in sales.

Four years ago the new titles per year had reached 873 (together with 245 new editions) which the observing publishers said was too many for the market. Under a new enthusiasm for children's book publishing, ideas had been budding rapidly, promising authors and artists had been found and encouraged and lists had increased. The plant investment in a children's book is higher per book than in other types of publishing and can only be supported by a long, steady sale. When that hope disappeared in the depression, the curtailment was rapid until in 1934, the new titles were 466 and new editions 135.

It is to be hoped that it was the poorer material which was dropped off. It would seem so from this fall's showing, for there seem to be new books from all of the authors who have made any real names for themselves in the boom decade, and illustrations by as fine a group of illustrators as a publishing season ever had.

A Bettered Half Dollar

THE HALF DOLLAR has long been marked as the children's own trading piece, the maximum amount of book purchasing power which boys and girls are themselves likely to possess at one time or the amount which is handed them by father and mother for a Saturday morning bookstore visit. It is a happy thing, therefore, that the half dollar has taken on new purchasing power in the last few years, as will be very clearly evidenced on the bookstore counters this fall.

Formerly the Fifty-Cent Lines took two directions, the ever popular "Tom Swift," "Rover Boys," "Bobbsey Twins," and other series which were rapidly expanded by busy writers to include the present-day interests of boys and girls, and secondly, the old accepted stories whose names were familiar to all, Andersen, Grimm, Lamb's Tales, "Pinocchio" and other books always in demand and therefore profitably printed in large low-priced editions.

The new entrants into the fifty-cent field have come partly through the expiration of copyrights of the favorites of a half century ago and partly as the result of a recanvass by the series publishers of the available material for older boys. Typical of the former group are the several Alcott stories, "Tom Sawyer," "Hans Brinker," "Story of a Bad Boy," while to the latter have been added editions of "Two Years Before the Mast," Kipling's India Stories, and lives of Kit Carson, Davy Crockett, to mention but a few.

This broadening of the fifty-cent lines will be the more important if it lures more of the boys and girls themselves into the bookshops to test their own taste in book selection. The book store habit is not developed by an occasional visit to buy a textbook but by voluntary visits to spend one's own precious money. The fifty-cent customer finds his way to the dollar counters, and here boys and girls will find a still broader selection of adventure, lives of the great, fiction and history.

To make personal friends of the young people these popular-priced counters must be cared for sedulously.

Adding Reference Books to Home Shelves

A TEACHER in a secondary school probably directs the work of a hundred and fifty children for five periods a week, in English, social science, or languages, or more children for fewer hours per week in art or crafts. Each student has a textbook, often also a work book; on the teacher's desk are his reference books, and on shelves at the side of the room are a few copies each of parallel textbooks, if the school is well equipped. There is probably a school library in the building and a public library in the town center.

That would *seem* to be reference material enough for any teaching program; but is it? The teacher in social science, let us say, assigns to his class the subject of the Supreme Court and its powers. He points out the chapter in the textbook and tells the library to get out its material. If all the hundred and fifty pupils descend on the library at one time, no librarian can meet the demand. If they arrive at the public library along with classes doing research in English, in ancient history, in art, etc., the public library is overwidened and is forced to curtail its other types of work.

Lucky is the child who has some reference books at home, and the teacher fully realizes just how fortunate that child is. The teacher, however, can do little to encourage home reference shelves; if he does so, he may be criticized by parents who are loath to increase family expenditures. There are many homes which could easily afford to own the essential reference books but which are seemingly unaware of the importance of such tools as the dictionary, the atlas, the almanac, the standard histories, a book of quotations, a generous size anthology, etc.

Is there not some effective means of emphasizing this need to parents, so that the pressure of demand on public collections may be lessened? Could not the Parent-Teacher Associations, for example, be the agencies through which parents might be made to realize the usefulness of home libraries? The P.-T. A.'s might well have a home library or book talk on their programs every year in which sound advice would be offered to parents who are anxious to give their children all reasonable aid and encouragement in their studies. If the parents of every seventh-grade child could start a good home reference library, the next six years of the child's life would be greatly enriched and the results of each school year more gratifying.

The bookseller should face seriously his part of the responsibility for building up these home collections. He should not be content with supplying diversional reading for the children but should be equally interested in selling reference books. The store in its displays can visualize the home library and its essential needs; in its promotion it can drive home again and again the indispensability of the familiar reference books. The fall is an excellent time to start such a campaign. Why not make it one feature of Book Week?

Styling Fall Lists

THE PUBLISHERS' FALL CATALOGS are always an exhibit in themselves of typography and cover design, and some of them should be submitted, and it is to be hoped that some of them have been submitted, to the Exhibit of Commercial Printing which the American Institute of Graphic Arts annually organizes.

Among this year's stack of colorful catalogs we notice that the Viking Press has an especially lovely cover in blue and gold and well-arranged typography in two colors inside. Scribner's has a boldly lettered cover in red on white, a well-planned page with the various elements of book interest carefully set forth. The Borzoi catalog is a striking piece of lettering in blue and silver with Sans Serif type used throughout. Doubleday, Doran's catalog is one of outstanding design in red and yellow with bold lettering. Dodd, Mead have turned to a photographic cover with great success, and there are numerous photographs used as illustrations inside. Stokes' catalog has a bright yellow cover, and the types used have been excellently selected. These are but a few of the colorful catalogs which the bookseller has been receiving in his mail.

Next Week—Oct. 26

Annual Rare Book Number

News of the Week

Heritage Press First to Sign Fair Trade Agreement

THE HERITAGE PRESS, which has three prominent booksellers on its board of directors, has announced that it will offer New York State booksellers a contract modelled on the Fair Trade Agreement developed by the American Booksellers Association. The Press thus becomes the first publishing house to make use of the price maintenance machinery set up in New York State by the Feld-Crawford Act, which provides that book publishers, among others, may enter into contracts with retailers within the state, the contracts stipulating that the retailer will not sell the merchandise at prices lower than those set by the publisher. Once one of these contracts has been signed for a particular book, all retailers in the state are bound to observe the minimum price stipulated.

In the forthcoming issue of *The Sandglass*, the Heritage Press house organ, there is a message to booksellers in regard to the signing of the agreement. It reads, in part:

"If you have read the previous issues of this *Sandglass* you will have learned two things: First that we believe we have created a line of books which are magnificent values at the list price of five dollars; second, that the leading booksellers of America agree with us so emphatically, we expect to sell out our first printings before publication. We have based our list price of five dollars upon several factors: the amount of money required to make a truly beautiful book; the amount of money required to get these books distributed and into the hands of booksellers; the amount of money required by the booksellers in order to sell these books to their customers. In this third category, we have accepted the statements of booksellers that they require a discount of forty per cent from the list price. We have no opinion about this percentage; we do not think we need to have an opinion; we want the leading booksellers of America to sell our books for us, and we accept the statement of the leading booksellers, that a discount of forty per cent is required by them in order that they might meet their expenses and make a living.

"Each book we publish is a splendid bargain at a retail price of five dollars per copy. If we are to sell many copies of these books, it is necessary that every one of our customers should agree with us. Your customers know nothing about the expenses of distributing books. When they look at a copy of our edition of "Romeo and Juliet" it is necessary that they should feel, immediately, that it is grand value for five dollars. But if, leaving your shop, they go to a competitive shop and find a similar copy of the same book offered for sale at four dollars, it is only logical that they should conclude that this book can be profitably sold for four dollars and that five dollars is too high a price.

"If anyone in the world can prove to us that our books can profitably be sold for less than five dollars, while the bookseller still gets forty percent, then we will reduce the price. Until this happens it will obviously be injurious to the Heritage Press for any booksellers unfairly to cut the retail price below the announced list of five dollars. The Heritage Press, therefore, being a publishing house organized with the active cooperation of booksellers, now announces that it will actively cooperate with all booksellers in maintaining the fair list price."

New Price War in New York

ANOTHER PRICE WAR of serious proportions has broken out in New York City. Price cutting, of course, goes on all the time; but every so often, the situation gets more acute. Stern's book department began recently to cut prices more drastically than it had hitherto, and other department stores whose shoppers shop Stern's every day began to meet the competition, undercutting Stern's. Then on Thursday night Stern's advertised on the book page of the *World-Telegram*: "Best sellers remarkably low priced!" and listed: "Vein of Iron," list price, $2.50, Stern's price, $1.29; "Europa," list price, $2.75, Stern's price, $1.59; "North to the Orient," list price, $2.50, Stern's price, $1.29; "Mary Queen of Scotland and the Isles," list price, $3.50, Stern's price, $1.89; "Seven Pillars of Wisdom," list price, $5.00, Stern's price, $2.79; "Lucy Gayheart," list price, $2.00, Stern's price, $1.21; "The Stars Look Down," list price, $2.50, Stern's price, $1.39;

"Life With Father," list price, $2.00, Stern's price, $1.44; "Asylum," list price, $2.00, Stern's price, $1.29.

Book shops around town immediately felt the effects of this situation. One large store which had been selling "North to the Orient" like hot cakes has sold only 30 copies since. A small shop which has done a particularly swell job selling "Seven Pillars of Wisdom" has sold just 2 copies since. Customers stopped buying at their regular shops, presumably in search of bargains. Book shops cancelled orders from the publishers, and began to buy from the cut price stores, since they could buy them there at lower than wholesale prices. Macy's has been selling only one copy of a title to a customer, so every bookshop list boy who went out on any errand brought back books from department stores.

Book stores bought books at these prices: "Europa," $.99; "North to the Orient," $1.09; "Vein of Iron," $1.09; "Seven Pillars of Wisdom," $2.17; "The Stars Look Down," $1.18; "Good-bye Mr. Chips," $.34, and "Mary Queen of Scotland and the Isles," $1.68.

"Europa" was the most drastically cut price, perhaps because it was advertised in the *World-Telegram* on Thursday night right next to the Stern ad.

A group of 18 booksellers called a meeting on Thursday, Oct. 17, at the Hotel Pennsylvania asking publishers to attend and discuss with them whether anything could be done to relieve the situation which has become desperate, just as the fall season, with one of the best lists in years, has got under way, and out-of-town shops are all reporting better sales than in several years, with customers in the mood to spend money.

Two New Publishers Announced

HORIZON HOUSE, a new publishing organization, has just been formed with editorial offices at 108 East 38th Street, New York City. Eugene Foeldes, president of the Craft Linotype Company, is president and production manager of Horizon House, and Will Scarlet, a contributor to the *New Yorker, Life* and other popular magazines, is supervisory editor. In announcing the organization Horizon House announces a credo of "Title Control," saying "Since list making is the crux of the publishing problem; and since list-making practices have, in general, possessed more madness than method; and since the excessive number of titles published has been directly responsible for the low sales of a large proportion of titles . . . Horizon House is committed to the principle and practice of Voluntary Limitation of Titles!' " No list has yet been announced.

Another new publishing house, Knight Publications, has just been organized with offices at 118 East 28th Street, New York City. The policy of this house will be the publication of vital non-fiction titles of timely interest, written in a 20th century style. Knight Publications is definitely not in the market for fiction. Mrs. Belle Hoffman is president and secretary of the organization, Burton C. Hoffman is vice president and secretary and Maurice Byck is on the board of directors. The first title to be published by this house will be "China's Millions" by Anna Louise Strong, author of "I Change Worlds," on November 15th.

Whitmore & Smith in Dallas to Dramatize Bowker's "Book Parade"

THE WHITMORE & SMITH STORE in Dallas, Texas, is planning a Book Parade publicity feature for the week of November 18th. This is Children's Book Week, but according to Lovick Pierce, manager of Whitmore & Smith, who was in town last week, the Book Parade will be a graphic parade of all the current and forthcoming books of all publishers.

During this week the entire store will be arranged to give the greatest emphasis to the new books on parade. Naturally they will be grouped invitingly in proper classifications. Publishers are cooperating in supplying posters and display material on important books. A group of the travelers will be in the store during the entire week, assisting in the presentation. Another very important feature of the parade will be the "model home libraries" that will be grouped according to price and character of the book. Mr. Pierce said he felt that the response and good-will will carry through the Christmas season, and make permanent book customers for the store and for other stores throughout the Southwest.

On Sunday, November 17th, the Dallas *News* will issue a twelve-page literary sup-

plement and during the week the store will distribute several thousand of Bowker's handsome new holiday catalog *The Book Parade*. The *News* will carry feature reviews of the new fall books giving special emphasis to the Southwestern scene. Advertisements will be carried tying up directly with the reviews. This paper goes to more than a hundred thousand homes in the Dallas trading territory.

A special invitation has been extended to Southwestern authors living in or near Dallas to be in attendance to meet informally the parade visitors. Prominent authors who will attend are J. Frank Dobie whose new book "The Tongues of the Monte" has just been released by Doubleday and Walter Prescott Webb whose "The Texas Rangers" will be an important book on the Houghton Mifflin fall list. The presence of a hundred or more authors will be an event for the public. Asked if they would be called on to autograph their books Mr. Pierce jokingly remarked "An un-autographed book about Texas or by Texas writers will be exceedingly scarce after the show."

Mr. Pierce will be assisted in the staging of the parade by J. F. Albright and the entire staff of the book department. Outside assistance will be used in reaching clubs, schools and newspapers.

Barnard Senior Wins *Story* Prize

THE NATIONAL COLLEGE SHORT STORY CONTEST held by the magazine *Story* has been won by Elizabeth Hall, a senior at Barnard College in New York. Students in 224 universities and colleges participated. Miss Hall receives a prize of $100 for her "Two Words Are a Story," which appears in the November issue of *Story*, published this week.

Thomas Wolfe Sued by Agent

A SUIT for $10,000 has been entered against Thomas Wolfe, author of "Look Homeward, Angel" and "Of Time and the River," by Madeleine Boyd, literary agent. Miss Boyd claims that the money is due her as a 10% commission on Mr. Wolfe's royalties from the American and foreign sales of his novels, asserting that under an agreement made in January, 1929, she was to receive a 10% commission on all royalties from "Look Homeward, Angel" and all other books by Mr. Wolfe. In his answer Mr. Wolfe concedes that there was an agreement but states that Miss Boyd has received a commission on royalties from American and European publications of the earlier novel and that she is not entitled to a commission on royalties from the later book, since he had terminated the agreement in 1932 following a dispute over the German royalties from "Look Homeward, Angel."

Round Table Meets

THE BOOKSHOP ROUND TABLE, membership of which is made up of women booksellers, met in Wilmington, Delaware, on October 12th and 13th as guests of Mrs. Alice L. Steinlein of the Greenwood Bookshop. Members visited the greenhouses and gardens of Pierre DuPont's home at Longwood on Saturday afternoon, and took a trip to the quaint old town of New Castle on Sunday afternoon. Saturday afternoon and Sunday morning were spent in discussing promotion for some of the books the group has orders collectively, cooperative booklists, remainders and various other questions. Members attending the meeting were Mrs. Emma Beinert, Wide-Awake Bookshop, Wilkes-Barre, Pa.; Frances C. Darling, Bookshop for Boys and Girls, Boston; Katharine F. Comstock, The Bookshop, Harrisburg, Pa.; Harriet Anderson and Carol Fleming, the Channel Book Shop, New York City; Mary Louise Jackson, the Dartmouth Bookstall, Boston; Geraldine Gordon, Hathaway House Bookshop, Wellesley, Mass.; Rumana McManis, the Hidden Book Shop, New York City; Katherine S. Leiper, the Quill Book Shop, Philadelphia, Pa., and Marion Bacon, the Vassar Cooperative Bookshop, Poughkeepsie, N. Y.

Bruce Rogers Here

BRUCE ROGERS, the noted designer, arrived in New York on October 16th, bringing with him the unique copy of the great Oxford Lectern Bible which is to be presented to the Congressional Library in Washington.

The same boat that brought Mr. Rogers also brought W. I. Birch, managing director of the English branch of the Lanston Monotype Corporation, which adapted the Centaur type face for use in the Lectern Bible. He visited the convention of the United Typothetae of America in New York on the 16th and then left for Philadelphia for a short business visit.

Guild Symposium Announced

THE BOOK AND MAGAZINE GUILD is inviting all members and friends of the Guild to a symposium on book publishers' experiences in special fields, to be held at 41 East 20th Street on Monday, October 28th, at 8:15. The speakers will be B. W. Huebsch (*Viking Press*) on "European Writers and American Readers," Harrison Smith (*Smith & Haas*) on "The Publisher and the American Public," and Alexander Trachtenberg (*International Publishers*) on "Publishing for Workers." There will also be discussion from the floor.

This symposium inaugurates the educational program of the Guild, and will be followed by other meetings, all intended to further the members' acquaintance with the general problems and operation of the various branches of the publishing industry.

Special technical study courses, to assist members in the work they are called upon to perform from day to day, have also been planned and will be announced later.

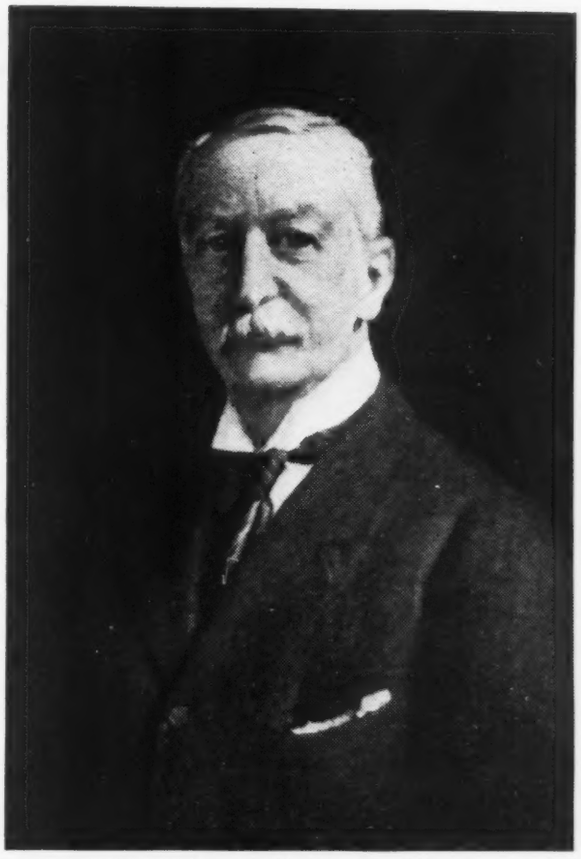
New Student Library Award

AGNES SCOTT COLLEGE of Decatur, Georgia, has now joined the ranks of the institutions that are giving awards for student libraries. Edna R. Hanley, the librarian, reports that the Richard de Bury Award of $25 will be given to the student who by May 1, 1936, can show the best collection of books. The winner will be expected to use the money for intellectual enrichment such as new books, music and pictures.

Scribner Portrait Unveiled

A PORTRAIT OF Charles Scribner painted by Wilford Seymour Conrow was unveiled on October 12th in the building of Princeton University Press. The occasion was the thirtieth anniversary of the founding of the Press and the twenty-fifth anniversary of its incorporation. The portrait is considered by Mr. Scribner's friends to be extremely lifelike and satisfactory and, at its unveiling, Dean Christian Gauss of Princeton paid a simple but perfect tribute to the man "whose spirit," he said, "was the finest legacy any press could inherit."

Mr. Scribner was graduated from Princeton in the class of 1875 and was awarded an honorary Litt.D. fifty years later in recognition of his important and continuous service to his Alma Mater. For many years Mr. Scribner had the idea of a university press for Princeton in mind, and he gave generously of his time and money to make it a reality. His will provided for its continuance. Of the purposes of the Press he wrote: "This association is formed in the interests of Princeton University, to establish, maintain, and operate a printing and publishing plant, for the promotion of education and scholarship, and to serve the University by manufacturing and distributing its publications."



Portrait of Charles Scribner

Charles Scribner, third of the name, who has succeeded his father as head of the publishing business, has followed him, also, as president of Princeton University Press. Whitney Darrow, vice president of Charles Scribner's Sons and first secretary and manager of the Press twenty-five years ago, serves as chairman of the trustees. Curtis W. McGraw of McGraw-Hill Book Company, and a Princeton graduate, is also a member of the board of trustees.

The unveiling of the portrait was the occasion of a visit of a number of friends of the Press in Princeton, where they were the guests of the Press.



A general view of the interior of the new store of B. Westermann Company showing the modern counters and shelving

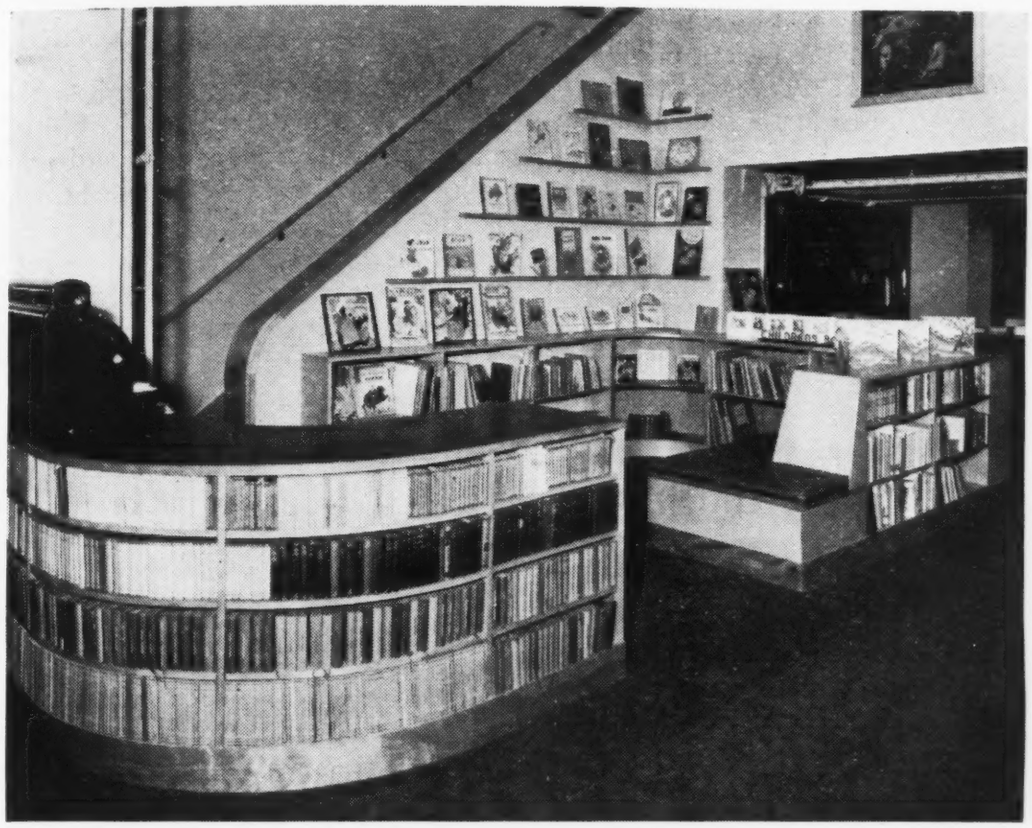
Westermann's Colorful New Store

Foreign Books Get New Setting Near Rockefeller Center

A COLORFUL NEW STORE brilliant with new foreign publications and art books in all languages was opened last week at 24 West 48th Street. B. Westermann Company, which has for many years been located on Forty-sixth Street, has taken over the ground floor, balcony and basement of a new building which faces the southern side of Rockefeller Center. Forty-eighth Street has been taking on new importance for retailing because of the fine character of the shops and its proximity to the Center.

The front of the store is impressive, with a beautiful arched doorway and two huge display windows. On entering, the customer looks down a long carpeted aisle with newly designed counters and shelving on either side and an appropriate display of pictures. The architect for the interior was Chester Root, and the details of cases and wall space were handled by the Kenneth H. Ripnen Company. Striking, indeed, are the deep blue shelves and bookcases of especially designed steel construction produced by the Security Steel Company. Every section and counter has been made to order to fit the store and the colors especially selected by Ernest Eisele, the general manager of the business. All the shelving is movable by a very simple system of shelf supports one inch apart, and the ledges three shelves from the floor can be pulled out and pushed back so that when in use they do not hinder the display value of the lower shelves. Higher shelves for art books have been made to measure. All the displays on the counters have been kept low in order not to cut off the general view down the store.

Half way to the rear is an easy staircase to the mezzanine, which will be used for art exhibits, the current opening show being a display of the reproduction of art of the Pitti Palace which has been gathered from various European print makers. Framed prints



The colorful little section set aside for children's books in the new Westermann store, showing the comfortable low benches and easily accessible shelves



Detail showing counter and shelf arrangement. Shelves and book cases are deep blue in color

from each new exhibit will be at the front of the balcony to attract the interest of all who enter the front door. On the mezzanine, too, is the private office of Mr. Eisele and in another part is the bookkeeping department.

Just at the foot of the stairs up to the mezzanine is a colorful little section for the display of children's books, in German, French and other languages with its own comfortable low benches.

Throughout the store, as a contrast to the brilliant blue of the steel furniture, are the bright red cushions of occasional seats which supply spots of pleasing color.

On entering the store in the section to the left are the collections of art books and on the right are the general new German publications, French books, Spanish and Italian books. Under the mezzanine are classified sections for subject books. Under the mezzanine, also, is a large counter with a very complete collection of reference books on foreign publications which can be used by the customer either with or without the aid of an order clerk. Special attention is given to this service.

A broad stairway to the basement leads to a large room for second-hand books, where there will be bargains of all kinds. The balance of the basement is used for duplicate book stocks.

Ernest Eisele, who directs the store and who planned its unusual equipment, is well known for his long connection with the New York booktrade. He is the present treasurer of the American Booksellers' Association. He makes annual trips to Europe to maintain his connection with German and French publishing and is also known to all libraries through the displays of Westermann stock at library conventions.

This new 48th Street shop is an interesting example of the application of modern ornament and furniture to the book business. At the official opening on October 10th many representatives of the New York trade gatherered to wish this store well.

Springfield Has Bible Exhibit

SPRINGFIELD, MASS., is one of the cities that is using the occasion of the four hundredth anniversary of the first printed Bible in English to put on an exhibit in the Public Library. Many Bibles of local interest were loaned by citizens who found great pleasure in participating in the display.

Authors' Voices Recorded

ROBERT FROST has been added to the list of authors whose readings have been recorded on the new type of record produced under the auspices of the National Council of Teachers of English and the magazine *American Speech*. The recording has been done by a new mechanism which has been developed by Erpi Picture Consultants. This instrument is the result of many months of research in sound recordings by the laboratories of the American Telegraph and Telephone Company, whose engineers state that these new instruments can cover an octave below the usual radio or phonograph record and an octave and a half above, thus giving the full register of the reproduction of the human voice.

The first author recorded under this process was Gertrude Stein, who made three phonograph records last winter, one consisting of excerpts from "The Making of Americans," another "A Valentine to Sherwood Anderson" from "Portraits and Prayers," the reverse side of this record containing "Madame Recamier an Opera," the third record being "Matisse" and "If I Told Him. A Completed Portrait of Picasso" from "Portraits and Prayers."

The records are twelve-inch of the usual commercial style, and play from three and a half to four minutes on each side. Each record is priced at $2.50 and may be ordered from *American Speech*, Columbia University Press, 2960 Broadway, New York. The records are made with the permission of the authors and the publishers, whose names are made part of the records. These records are expected to be used in schools to give a personal touch to the knowledge of the great writers. The cost of the recording of one record has been estimated at about $700 or $800.

Robert Frost's records were made during his recent visit to New York to lecture at the New School, and on three records there have been recorded about twenty of his poems, including "Death of the Hired Man," "Birches," "The Road Not Taken," and others.

Arrangements are said to be made for recordings of readings by Carl Sandburg and James Stephens at an early date.



Interior of the Bay Tree Bookshop in Buffalo. Children's books are displayed all along one side of the shop

Bookshop Notes

OPTIMISM over the prospects for this fall season is spread as widely among children's booksellers as among those who sell adult books. The lists are excellent, they say, and, what is more, people are no longer inclined to haggle over price but will pay what is asked for the books they like.

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Anne M. Davies, head of the children's book department at the Otto Ulbrich Company in Buffalo, N. Y., tells us that because extensive alterations are being made throughout the entire Main Street store it is not going to be possible to have a program in her department during Book Week. There will, however, be special displays in the department centered about three new books by Buffalo authors: "Low Bridge" by Jane Abbott, "Runner of the Trail" by Maribelle Cormack, and "The Golden Horseshoe" by Elizabeth Coatsworth. The colored original of the jacket for "Low Bridge" will be on display during the Week. In each department of the store a few of the outstanding books will be displayed with a small sign advertising Book Week and directing people to the children's book department.

Miss Davies reports that to date ten Buffalo schools and five schools in Kenmore, a nearby town, have made requests for displays of children's books from the store. Classes are planning to visit the department, and one class has already been working for several weeks making notebooks to bring with them so that they can make lists of the books they would like to own. A very special display of books, old as well as new, will be sent to a private school in Buffalo where the faculty plans to hold a Book Tea for parents. Ulbrich's cooperated with this school last year with excellent results.

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The Bay Tree Book Shop in Buffalo has rearranged the interior of the shop, giving a great deal more space to children's books which are also being featured for the first time on a new window sign. Mrs. Allen Chellas says that the shop is planning more newspaper advertising of children's books than ever before. The new arrangement, which places the children's books all along one side of the shop and on tables in front of the shelves, has already resulted in an increased sale of juveniles.

The Bookshop for Boys and Girls in Boston, Mass., is considering plans for featuring books published this fall with New England settings during Book Week, but arrangements haven't yet gone far enough to allow a definite report. However, the shop opened the fall season with a highly successful Birthday Tea to celebrate its 19th birthday, on October 8th. Invitations were sent to friends of the shop, teachers, librarians and parents. Window displays announced the event to passersby. These windows showed the juveniles of each year of the Bookshop's life that had meant something special to the shop, and a sign bearing these titles as a "roll of honor" was displayed at the entrance to the children's level, where the best of the 1935 crop was displayed, with original illustrations by Robert Lawson from "The Golden Horseshoe," Grace Paull from "Children of the Handcrafts," Ilse Bischoff from "In Calico and Crinoline," Manning deV. Lee from "Uncharted Ways," Kurt Wiese from "Honk the Moose," and Leslie Brooke from "Johnny Crow's New Garden." Among the authors who visited the shop that day were Alice Cushing Gardiner and Nancy Cabot Osborne, Marion Lansing, Elinor Whitney, Hubert Coryell, Louise Andrews Kent and Caroline Dale Snedeker.

R. F. Clapp, Inc., in Albany, reports that "Reading for Fun," the Book Week slogan, offers a splendid opportunity for an interesting window display. The store is working now on a special painted window background that will depict the many different types of books that will give a youngster real enjoyment. This will be backed up by special displays in the book room, with attention also paid to stamps, stamp albums and books on stamp collecting. If present plans work out Clapp's will have an exhibit on Saturday of Book Week in one of the motion picture theaters where a children's film will be shown. Clapp's will also cooperate with the Albany Public Library which plans to bring a special speaker to Albany during the Week.

Christine Noble Govan, of T. H. Payne & Co., in Chattanooga, Tenn., who is the author of a number of successful children's books, her latest title being "Five at Ashefield," tells us that again this year she will feature book reviews written by the children themselves on her book page in the Chattanooga *Times* during Book Week. Mrs. Govan will also give a number of talks during Book Week. She says "I think Reading for Fun the best reason for reading in the world, and hope that many a child learns during this Book Week that books open many magic casements and are not just dull tools one uses in a work room at school. My insistence on this slogan for years past has caused many a pedantic schoolmarm to look at me askance, but I still think that to awaken a child to the *pleasure* of reading is to have done something almost great in this grimy world."

Stokes & Stockell in Nashville, Tenn., will feature Mrs. Govan's "Five at Ashefield" during Book Week. Mrs. Govan has promised to visit the shop during the Week and will give readings from her book at four o'clock on Wednesday and Thursday. This same plan was used last year with Mrs. Govan's "Those Plummer Children" with such success, Elsie Stokes reports, that "news boys crept in off the street to hear Christine's animated voice and to see what all the chuckling was about." During the mornings of Book Week, Stokes & Stockell will invite groups from the Peabody Demonstration School to visit the shop and take notes, and during the afternoon children from the public schools have been invited. Cookies and catalogs will be distributed to the children. The main window will feature "Five at Ashefield" while in a smaller window there will be displays of books from six different nations on six successive days with figures from some of the best-known books represented by dolls. Mrs. Stokes says that there has always been a heightened interest in the window displays in which dolls are used to represent characters from the books displayed. Among the books thus featured will be "Little Era in Old Russia" by Irina Skariatina, "Heidi," "Tom Sawyer," "Helen's Babies," "Pinocchio," and "Hans Brinker and the Silver Skates." The shop will send out displays to four nearby towns.

At R. M. Mills' Book Store in Nashville, Frances Greer, head of the book department, plans a window display that will be a sort of "alphabet soup." Each letter of the alphabet will be represented by a child's book which has that letter as the first letter in its

title: A for "Away Goes Sally," B for "Bobo Dee," etc. The inference will be that just as the alphabet is the structure around which our language is built so are these books a good framework around which to establish a reading curriculum. New and old books will be included in the display, the books to be selected with special regard for their readability, humor and illustrations. As usual, the shop will have exhibits in various schools, with a special attempt to emphasize biographies attractively written for children.

Millers' in Atlanta, Georgia, is planning to send out exhibits to a number of schools and will also do special promotion work for "Five at Ashefield." Minna Miller Hamilton, manager of the Boys' and Girls' Book Department says "Good books for all ages are so plentiful this year that it will be an easy matter to suggest 'reading for fun.'" One of the latest projects of this store is to allow various committees of high school students to review books in the store. The reviews will be published in the school papers.

The St. Paul Book and Stationery Co. in St. Paul, Minn., cooperates with the schools during Book Week by having books on display at the various schools, and finds the plan very successful. The store will have a special window display for Book Week.

Extensive window displays and displays throughout the store are planned by the book department of the Golden Rule, a St. Paul department store.

Constance Spencer of Gelber, Lilienthal in San Francisco writes that their plans for Book Week are an elaboration of the store's fall promotion campaign which was described in the *Publishers' Weekly* for August 31st. During Book Week, Frances Clarke Sayers, author of "Mr. Tidy Paws," will give the third and final talk in a series in which she has gradually been developing the motif of Reading for Fun. There will be a special window display of Reading for Fun using both new and old books that are particularly gay and joyous. Several publishers are cooperating to furnish originals of illustrations of some of the new books for children. Gelber, Lilienthal will distribute by mail all the excellent advertising material available for the fall juveniles. The store has just recently had a window display of "Our U. S. A.: A Gay Geography," using originals of some of the maps and reproductions of others. The next children's window display will be of "Mr. Tidy Paws" using the statuette made by Zhenya Gay as a center and mounted illustrations as a background.

Quail Hawkins of the Sather Gate Book Shop in Berkeley, California, says that last year's Book Week program was so successful that the shop will again have speakers during the Week this year. Frances Clarke Sayers; Howard Pease, author of "Wind in the Rigging"; Hildegarde Hawthorne, author of "Youth's Captain" and the Taylors, authors and illustrators of "Our U. S. A." will all appear. The shop is distributing a mimeographed catalog of the new fall juveniles. Miss Hawkins will speak at one or two schools during the Week. For a window display, the shop has planned a background of a dark green forest with a blue sky overhead in which a circling airplane will spell out in white smoke the words Reading for Fun. The foreground will be of different groups of books, each group identified by a figure cut out from a book jacket, mounted on wood and shellacked, carrying a sign reading "These Are Fun if You Like Adventure," etc.

Gertrude Andrus of Frederick & Nelson in Seattle tells us that the store is this year sponsoring one of the popular radio book review programs in Seattle. This is such an expensive proposition that the store will do little else in the way of advertising for Book Week. The entire radio program during the Week will be devoted to children's reading. The department also has in mind writing to individual children asking them to come in and sign the visitors' book, listing the books they have read and enjoyed and the books they would like to read. This will give the department a clue as to their reading tastes and will also be of great interest to mothers and aunts when they come in to buy gifts for the children. Late this month some local authors of children's books will come to the Book Shop for a small reception. There will

be no speeches, but the store hopes to stimulate interest in "Susan and Arabella" and "The Boss of the Raggedy O," both of which are by authors who live in Seattle.

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Margaret J. Spicer of the Greenwood Bookshop in Wilmington, Delaware, tells us the shop will have a children's party on the balcony the Monday afternoon of Book Week. One of the shop's customers took colored motion pictures of the bears at play, the geysers, and all the other features of Yellowstone Park this summer. The shop has borrowed the film and will run it through twice, asking the first to third grades of two schools to come and see it. The rest of the time someone will tell stories, or a visiting author will appear. The shop will have displays in the schools as usual, and Mrs. Spicer will display books and speak in some of the smaller towns near Wilmington. Both the street windows of the shop will carry juvenile displays.

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The building in which Young Books, Inc., is located, on Madison Avenue, in New York, is now entirely occupied by firms specializing in children's materials. Young Books occupies the first and second floors; on the third floor is the studio of Mrs. Burdon Stage, children's photographer and on the fourth floor is the shop of Toby Children's Clothes, Inc. Announcements to customers have been sent out cooperatively by the three firms, and it is possible that they may do cooperative advertising as well. Mrs. Richard Kimball, manager of Young Books, says she has been so busy with the rearranging of the store that no special plans for Book Week have been made yet, but there will be a special window display, and perhaps other features.

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On the first floor of Young Books, now, is the book stock, adult and juvenile. On the second floor, which has just been taken over and was being redecorated when we visited the store last week, there will be children's furniture, antiques in the rear, French Provincial in one of the center rooms, baby furniture in the other center room, and modern children's furniture in the front room. Young Books plans to stock plain book cases along with the furniture.

Mrs. Kimball says that children's books really don't begin to sell until the 15th of October in her shop, as her customers don't usually move back to town until that time. However, "Coot Club" by Arthur Ransome is already selling fast. Among the shop's "pets" are "Young Walter Scott" and "In Calico and Crinoline." Mrs. Kimball had the latter, which contains true stories of famous American women, in camp with her this summer and both her husband and her uncle devoured it, so she thinks it is going to have a good sale. The Nesbit books and "Heroes and Heroines" and "Kings and Queens" are books for which the shop has a steady sale.

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Jane Quimby, who has been with Dutton's, Inc., for several years, will join Young Books on January 1st, taking the place of Margaret Vincent Buddy, who is to be married in the spring.

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Mrs. Pauline S. Aird at the Children's Book Shop in New York is planning an exhibition of Furoshiki from Japan for the end of this month. Furoshiki, she explained to us, are decorated silk wrappings used by the Japanese for brief cases, shopping bags, suitcases or in fact for carrying anything at all. They are particularly interesting, Mrs. Aird said, in that they show the exquisiteness of the things the Japanese make for themselves in contrast with the cheap things they export for sale abroad.

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The Children's Book Shop is back on the second floor of its original location at 106 East 57th Street. It was on the ground floor last Christmas, but that was only temporary. The shop is planning to concentrate almost entirely on books and give up the sideline of furniture which has been carried in the past.

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F. A. O. Schwarz, New York City's fascinating toy store, will give an entire window on Fifth Avenue to books during Book Week. This is rather unusual, as the Fifth Avenue windows are usually given over to toys and higher priced merchandise. Frances M. Chrystie, who has been manager of the book department since September when Mrs. Lloyd Lowndes resigned, tells us that business is already very good indeed and that she is

looking forward to an excellent season. "There Was Tammie!" by Dorothy and Marguerite Bryan is selling better than anything has in a long time, she reports, and "Where Is Tammie?" is also doing very well. The Babar books sell as fast as when they were first published. One hundred copies of the $1 Milne books have been sold in a month. The Schwarz book department has an entire long counter devoted to the display of foreign books for children.

Altman's book department has added a whole new section of children's books across the aisle from the main book department. Here the books are displayed by age groups. Altman's will have special window displays during Book Week and may have other activities, but no definite plans have yet been made.

At the Doubleday shop in Lord & Taylor's Lena Barksdale is very enthusiastic about the fall children's books. She has already taken a large number of advance orders for Helen Sewell's "A Book of Carols," and is doing well with "Patsy's Progress," "Penny for Luck" and "Indian Brother" for older children and "Children of the Northlights" for younger ones.

Brentano's in New York has a new children's room on the balcony with a great deal more space than in the old location on the main floor. Theresa Torney, manager of the department, says she particularly welcomes a place where people can sit down to look over the books, for, she says, "children don't buy books. The parents buy them." Miss Torney has no special plans for Book Week, except that the store will give a good deal of extra window display space to children's books at that time. An entire window on the 47th Street side and a good part of the Fifth Avenue window will be used during the Week.

People are beginning to buy expensive books for children again, Miss Torney told us. This wasn't true last year, and it's a very encouraging sign. Brentano's does a great deal with practical books for children, how-to-do books and that sort of thing, for it is Miss Torney's firm belief that a child must be interested before he will read. So such books as "The Put Together Atlas" and the "Junior Air Craft Year Book" are displayed and sold in quantity. Miss Torney is also enthusiastic about "Art Stories for Little Children" (Reilly & Lee) and "I Wonder Why" a book of science stories for younger children also published by Reilly & Lee. Among the fall books that have already become popular at Brentano's are "Our U. S. A.," "Penny for Luck," "Chiyo Returns," "Street Fair," "Robert Francis Weatherbee" and "The GoToBed Book." Miss Torney is glad that there are many good inexpensive books, too, this year, for there are so many people who like good books but can't afford the high-priced ones.

The Scribner children's book department is getting ready for its first fall season out on the main floor. The department used to be in an alcove in the rear which has now been made into the rare book department. Miss A. F. Taylor, the manager of the department, told us that her only plans for Book Week would be to display the books and sell them. John Dalas, Scribner's very able window designer, will have a special window display for children's books that week.

Dutton's, Inc., is staging a contest for children with prizes to be announced sometime during Book Week. The contest is divided into two groups, one for children from 6 to 10 and another for children between 11 and 16. In each group a first prize of $10 worth of books and a second prize of $3 worth of books will be awarded for the best letter of not more than 200 words telling what is the contestant's favorite book and why. Entry blanks will be furnished with every juvenile book purchased between October 1st and November 17th. Miss Vance, head of the department, said that she hopes to have special speakers during the Week. Frank X. Howard will design a special juvenile window for the occasion. Dutton's issues each month a leaflet called *The Children's Bookshelf* containing chatty information about five or six books. It always brings a good response.

On the stationery used for all of the store's correspondence and at the foot of all October statements, Putnam's will have a line calling attention to Book Week, giving the dates. There will also be a special window display during the week.

News from Publishers

E. P. Dutton, Inc., reports that beginning Sunday, October 20th, with a half-page ad in the comic section of the New York *Herald Tribune* the campaign for the $1 editions of the Milne books will enter into its second phase. Because of the success of the first part of the campaign which began last April, this second part will be even more elaborate than was originally planned. John Macrae, Jr., tells us that the books had an advance sale of 56,000 copies. In addition to this advance the publishers hope to ship out between 20,000 and 30,000 copies on orders they had accepted to be confirmed between October 15th and November 10th. The goal is 250,000 copies by Christmas, and indications are that a higher figure may be reached.

Duttons' has prepared a great deal of promotion material, much of which is directed not towards normal book buyers but toward new customers. Included in the promotion material is an attractive four-page circular, supplied free with dealer's imprint, 437,500 of which have been ordered so far; a counter and window display which holds and displays the four books; a new poster in full color for counter, window or table display; four free advertising mats of four of the most popular ads used to date. In addition the publishers have helped and are helping stores to work out elaborate individual displays. Besides the regular advertising mediums ordinarily used in a national advertising campaign, the publishers are planning their consumer advertising to reach hundreds of thousands of new families through the comic sections of large metropolitan newspapers throughout the country, to reach children through such magazines as *Child Life, Junior Home, Parents Magazine, St. Nicholas* and *Mickey Mouse,* to reach families in farming sections through *Successful Farming, Country Life, Country Gentleman, Farm Journal* and *The Farmer's Wife,* to reach the religious field through *The Christian Science Monitor, The Churchman,* etc., and to cover the educational field through *The Instructor, The Grade Teacher,* etc.

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A contest for children based on "Adventures in Puddle Muddle" by Mary Graham Bonner has been announced by E. P. Dutton & Co. For the best letter by a child about the book Dutton's will give $25 worth of books. There will be a second prize of $10 worth of books and a third prize of a set of the dollar editions of the four A. A. Milne books. John Macrae, Jr., says that "Adventures in Puddle Muddle" is one of those children's books which children themselves adore. Many letters have come to the publishers since the publication this fall telling how much children have enjoyed the story. The contest is being held in order to give the children themselves a chance to say what they think of the book. The contest closes November 23rd, and the prizes will be awarded November 28th.

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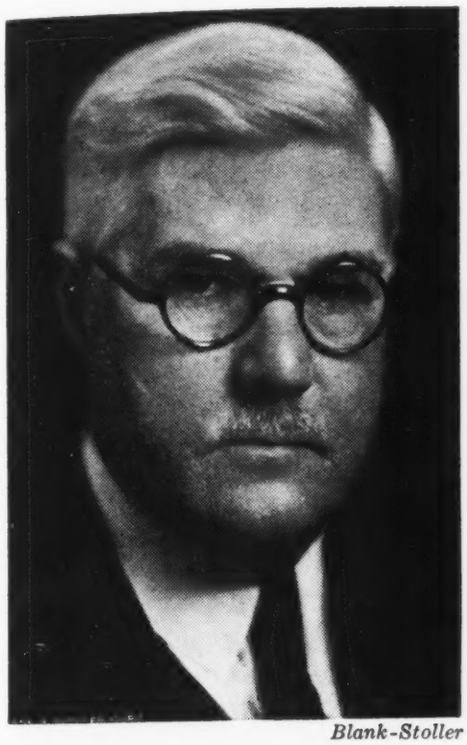
Macmillan has printed a special edition of its *Book News* in two colors for Book Week use. It is headed "Reading for Fun" and it contains notes about all the Macmillan juveniles. Doris Patee, head of the Macmillan children's book department, says that it was printed in two colors on strong paper so that it could be used as a poster by schools, libraries and bookstores.

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Harcourt has made five posters for their juveniles which they are sending out in a special container marked "Juvenile Displays from Harcourt, Brace." They have made a model window display using the posters and a photograph of this display showing how the posters can be used is also included.

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A miniature newspaper, complete with birth, marriage and death notices and classified advertisements, is being used by the Frederick A. Stokes Co. for Book Week promotion of Stokes books. It is titled *Holiday Extra,* Young People's Edition, and the headline across the front page reads: "Reading Is Fun!" The news stories are taken from books on the Stokes juvenile list as are the birth, marriage and death notices. There is a Doctor Dolittle Cross-Word Puzzle and a notice in large type reading "IMPORTANT NOTICE. Don't forget that your Book Shop, like your Library, is one of your best friends and don't wait till you are thirty-nine years old to discover what fun it is to buy books and collect a library of your own. All the books you read about in this Holiday Extra may be bought through your favorite Book Shop . . ." Stokes will distribute 50,000 copies in bookshops, libraries and schools.



Blank-Stoller

Lawrence W. Sanders

Obituary Notes

LAWRENCE W. SANDERS

LAWRENCE W. SANDERS, Vice-President and Treasurer of D. Appleton-Century Co., died in New York on October 8th from heart trouble. Mr. Sanders was 62 years of age. He was born near Beaufort, South Carolina, December 25, 1872. His family had been prominent plantation owners there since Revolutionary days. Mr. Sanders with his brothers and sisters owned Chisolm Island near Beaufort.

Mr. Sanders served through the Spanish-American War and in 1901 became associated with D. Appleton and Co. In the recent consolidation of that firm with The Century Co. he was elected Vice-President and Treasurer. He was a well-known figure in the New York publishing world and had close association with many of the firm's famous authors. His opinions on the general problems of the publishing world were as sound as his judgment on publishing finance and were often sought.

Surviving him are his wife, Emma Kidde Sanders, whom he married in 1912, two sons and one daughter by his first wife, and two brothers and three sisters.

W. W. OSBORNE

WICKLIFFE WINES OSBORNE, founder and president of Osborne's Book Store in Santa Barbara, Calif., died on October 5th at the age of 83. Mr. Osborne was born in Indiana, and at an early age the family moved to Kansas. His first business venture was a partnership which he formed with Charles Pitrat under the firm name of Osborne and Pitrat in the '70's in Kansas City, Mo. In 1897 Mr. Osborne sold out his interest in the firm and moved to Santa Barbara where he founded the present firm. The store has been at its original address since its inception though many additions and one new building were needed to take care of the steadily expanding business. The firm was incorporated in 1933 with Mr. Osborne as president. Mr. Osborne had been only partially active of late years. Mrs. Osborne and a son, Robin, survive. The management and personnel of the firm remains the same.

Book Club Selections

LITERARY GUILD

November—"The Tale of Genji" by Lady Murasaki. *Houghton*

December—"A Kipling Pageant." *Doubleday*

BOOK-OF-THE-MONTH CLUB

November—"Old Jules" by Mari Sandoz. *Little, Brown*

SCIENTIFIC BOOK CLUB

October—"Autobiography of Earth" by John H. Bradley. *Coward-McCann*

RELIGIOUS BOOK CLUB

October—"The Church Against the World" by H. Richard Niebuhr, Wilhelm Pauck and Francis P. Miller. *Willett, Clark*

THE SPIRITUAL BOOK ASSOCIATES

October—"The Spirits of Serra" by Rev. Thomas F. Cullen. *Franciscan Missionaries of Mary*

BOOK UNION

November—"Stalin" by Henri Barbusse. *Macmillan*

CATHOLIC BOOK CLUB

October—"Roger B. Taney" by Carl B. Swisher. *Macmillan*

November—"A Saint Among Savages" by Francis X. Talbot. *Harper*

Out This Week

BUTTERFIELD 8, by John O'Hara. *Harcourt, Brace,* $2.50.
A novel of N. Y. reminiscent of the Starr Faithful case—like "Appointment in Samarra" for the shock-proof. First printing, 15,000. Poster and imprint postcards.

CAPE COD YESTERDAYS, by Joseph C. Lincoln. *Little, Brown,* $4.
Contains all the pictures by Harold Brett which were in the limited edition.

THE COLUMBIA ENCYCLOPEDIA. *Columbia University Press,* $17.50.
Columbia's pre-publication campaign has rolled up an advance sale of 17,600 copies.

DANTON, by Hermann Wendel. *Yale University Press,* $3.75.
The life and times of the dictator of the French Revolution.

FAN MAIL, by Lowell Thomas. *Dodge Publishing Co.,* $1.50.
An amusing little book containing examples of Mr. Thomas' radio fan mail and his comments upon it. Illus. by Soglow.

FORSYTES, PENDYCES AND OTHERS, by John Galsworthy. *Scribner,* $2.50.
Galsworthy's last book—stories, essays and plays.

FREE FORESTER, by Horatio Colony. *Little, Brown,* $2.50.
A superlative review of this new author's poems appeared recently. This is a new kind of pioneer novel—and hasn't he a perfect name for an author?

FROM THE KINGDOM OF NECESSITY, by Isidor Schneider. *Putnam,* $2.50.
An autobiographical novel about an immigrant boy growing up on N. Y.'s East Side and becoming a prominent literary figure.

THE GARDEN MURDER CASE, by S. S. Van Dine. *Scribner,* $2.
Horseracing is the background of the new Philo Vance case. National advertising.

HANDS, by Charles G. Norris. *Farrar & Rinehart,* $2.50.
A long novel of American life, featuring three generations of men from carpenter to architect.

THE HEAVENLY SINNER, by T. Everett Harré. *Macaulay,* $2.50.
Nearly 700 pages in this romance based upon the career of Lola Montez. Posters, postcards and a big ad. campaign. Third printing before publication.

IF WITH ALL YOUR HEARTS, by Louise Platt Hauck. *Penn,* $2.
A beautiful young atheist whose first husband had taken his own life, marries the most liberal and modern of preachers.

IT CAN'T HAPPEN HERE, by Sinclair Lewis. *Doubleday, Doran,* $2.50.
America under the rule of a fascist dictator, with a Vermont newspaper editor as protagonist—a sensational story laid in 1936. A poster, postcards and streamer available, and, of course, a big national ad. campaign. First printing, 50,000.

LAUGHTER OUT OF THE GROUND, by Robin Lampson. *Scribner,* $2.50.
A novel-length narrative poem about the Gold Rush, by a grandson of one of the Forty-Niners, who is literary editor of a Berkeley paper.

THE LONGEST YEARS, by Sigrid Undset. *Knopf,* 2.50.
The story of a little girl growing up; at the last she is a wife and mother. Partly autobiographical it gives an intimate view of the author.

NOTES AS VICE PRESIDENT, by Charles G. Dawes. *Little, Brown,* $3.
Notes, reminiscences and anecdotes of his last year under Coolidge.

THE PATIENT'S DILEMMA, by S. A. Tannenbaum and Paul M. Branden. *Coward-McCann,* 2.50.
The rackets of medical profiteers revealed to the layman.

PURPLE PIRATE, by Talbot Mundy. *Appleton-Century,* $2.50.
Another tale of the popular "Tros of Samothrace." Several episodes appeared in *Adventure.*

SOME AMERICAN PEOPLE, by Erskine Caldwell. *McBride,* $2.
A novelist's first book of non-fiction, his impressions of the most badly depressed areas of the U. S.: the South, the drought region, and Detroit.

SPRING CAME ON FOREVER, by Bess Streeter Aldrich. *Appleton-Century,* $2.
Three generations, from shirt-sleeves to shirt-sleeves in Nebraska. Two printings before publication.

THE STREET I KNOW, by Harold E. Stearns. *Lee Furman,* $2.75.
This autobiography of a magazine and newspaper editor reflects the bohemian era of American literature, the carefree pre-war period.

UNQUIET, by Joseph Gollomb. *Dodd, Mead,* 2.50.
Another long novel—a story of a N. Y. slum boy growing up and trying to escape from his environment.

A VISIT TO AMERICA, by A. G. Macdonell. *Macmillan,* $2.50.
The entertaining author of "England, Their England" tells what he saw in America.

Some Best Sellers of the Week

EUROPA, by Robert Briffault. *Scribner,* $2.75. — Outselling all other fiction in most large cities. Now in its eighth printing, Scribner tells us.

VEIN OF IRON, by Ellen Glasgow. *Harcourt, Brace,* $2.50. — A close rival. Continuing best seller at the American News Co. Heads the latest *Herald Tribune* list.

THE STARS LOOK DOWN, by A. J. Cronin. *Little, Brown,* $2.50. — Jumped rapidly to the top. The best-selling novel in Philadelphia and Atlanta stores according to the *Times*; second in Boston and Washington.

HONEY IN THE HORN, by H. L. Davis. *Harper,* $2.50. — Selling well everywhere. Third at the American News Co.

LUCY GAYHEART, by Willa Cather. *Knopf,* $2. — Third on the latest *Herald Tribune* list.

THE VOICE OF BUGLE ANN, by MacKinlay Kantor. *Coward-McCann,* $1.25. — Headed for "Mr. Chips" laurels, we hope, this little story is selling well all over the country.

THE INQUISITOR, by Hugh Walpole. *Doubleday, Doran,* $3. — Listed in the *Times* by Boston, St. Louis and New Orleans stores.

NORTH TO THE ORIENT, by Anne Morrow Lindbergh. *Harcourt, Brace,* $2.50. — A big sale everywhere. The *Times* lists it as Boston's best seller and the *Daily News* says it's first in Chicago.

SEVEN PILLARS OF WISDOM, by T. E. Lawrence. *Doubleday, Doran,* $5. — An immediate best seller and close rival to Mrs. Lindbergh's book. Three days after publication D. D. reported a fourth printing making a total of 92,000; the limited edition oversubscribed and hundreds of orders for it, which could not be filled, pouring in.

MARY, QUEEN OF SCOTLAND AND THE ISLES, by Stefan Zweig. *Viking Press,* $3.50. — Leading non-fiction in Washington and San Francisco according to the *Times*. Second on the *Tribune* list.

LIFE WITH FATHER, by Clarence Day. *Knopf,* $2. — Listed in the *Times* by N. Y., Boston, Philadelphia, Washington, Chicago and San Francisco stores.

PERSONAL HISTORY, by Vincent Sheean. *Doubleday, Doran,* $3. — Selling 700 a week, D. D. tell us.

ASYLUM, by William Seabrook. *Harcourt, Brace,* $2.50. — An American News best seller and going strong everywhere.

Candidates for the Best Seller List

WHITE LADIES, by Francis Brett Young. *Harper,* $2.50. — Listed in the *Times* by N. Y., Boston, Philadelphia, Washington and Chicago.

GOLDEN APPLES, by Marjorie Kinnan Rawlings. *Scribner,* $2.50. — Started off with a rush. Now in its second printing.

GREEN RUSHES, by Maurice Walsh. *Stokes,* $2.50. — At Brentano's, N. Y., last week, "Europa" was the only novel that outsold it.

MY FIRST DAYS IN THE WHITE HOUSE, by Huey P. Long. *Telegraph Press,* $1.50. — Reported to the *Times* by Atlanta and New Orleans stores.

MAN THE UNKNOWN, by Alexis Carrel. *Harper,* $3.50. — Second in non-fiction sales at Brentano's, N. Y., last week. Harper's say it's their surprise book of the season.

THE DU PONT DYNASTY, by John K. Winkler. *Reynal & Hitchcock,* $3. — Reported to the *Tribune* by seven stores.

MY COUNTRY AND MY PEOPLE, by Lin Yutang. *Reynal & Hitchcock,* $3. — N. Y. and Chicago stores list it in the *Times*. Second printing (the first was sold out six days after publication).

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts **Dr:** Drama **Hi:** History **Po:** Poetry **Sp:** Sports
Bi: Biography **Ec:** Economics **Ju:** Juveniles **Re:** Religion **Tr:** Travel
Bu: Business **Fi:** Fiction **Mu:** Music **Sc:** Science **C.I.:** Collector's Item

Aldrich, Mrs. Bess Streeter **Fi**
Spring came on forever. 332p. D c. N. Y., Appleton-Century 2.00
The story of a pioneer farm woman in Nebraska, following the fortunes of her and her family through the changing years from 1860 to the present.

Allen, Frank **Dr**
The deluge; a drama in three acts; adapted from the Scandinavian of Henning Berger. 88p. diagr. D (French's standard lib. ed.) c. '11, '35 N. Y., S. French pap., .75

American booktrade directory, 1935; including lists of publishers, booksellers, periodicals, literary agents, book clubs, etc. 330p. O [c. '35] N. Y., R. R. Bowker Co. 10.00

Ames, Maurice U. and Jaffe, Bernard **Sc**
Laboratory and workbook units in chemistry. 254p. il., diagrs. D [c. '35] Newark, N. J., Silver, Burdett 1.08

Atherton, Mrs. Gertrude Franklin Horn **Hi**
California; an intimate history; rev. and enl. 356p. front. O [c. '14, '27] N. Y., Blue Ribbon B'ks 1.00

Ayres, Harry Morgan, ed.
A school dictionary of the English language; rev. ed. 464p. il. D [c. '35] Newark, N. J., Silver, Burdett 1.08

Barringer, Leslie **Fi**
Kay the left-handed. 306p. D c. Garden City, N. Y., Doubleday 2.50
A tempestuous historical romance of England in the days of Richard the Lion-hearted.

Baxter, Arthur Beverley **Bi**
Strange street. 305p. il. D c. N. Y., Appleton-Century 3.00
The author describes his interesting experiences in the post-war years as editor-in-chief of the London *Daily Express.*

Baxter, George Owen **Fi**
Brother of the Cheyennes. 320p. D [c. '34, '35] N. Y., Macaulay 2.00
The experiences of Rusty Sabin, who had been brought up by the Cheyenne Indians, among his own people. A sequel to "Call of the Blood."

Bengtson, Nels August and Van Royen, Willem
Fundamentals of economic geography. 830p. (19p. bibl.) il., maps, diagrs. O c. N. Y., Prentice-Hall 5.00; text ed., 4.25
A text for an introductory course in college geography.

Bennett, Richard **Ju**
Skookum and Sandy. no p. il. O c. Garden City, N. Y., Doubleday bds., 1.00
The adventures of a goat in a little Indian village in the northwestern tip of the State of Washington. For children up to 10.

Bernhard, Hubert J. and others, eds. **Sc**
Handbook of the heavens. 147p. il., diagrs. O [c. '35] N. Y., Whittlesey House, McGraw-Hill 1.00
A simple introduction to the study of the stars, sponsored by the American Museum of Natural History.

Bicknell, Ernest P.
Pioneering with the Red Cross; recollections of an old Red Crosser. 292p. il. D c. N. Y., Macmillan 2.00
The author's work with the Red Cross began with the San Francisco earthquake and extended over many relief projects to the beginning of the World War.

Blumann, Sigismund and others
Photographic handbook; a compendium of essentials for professional and amateur photographers in all branches of the art and craft. 183p. il., diagrs. S [c. '35] San Francisco, Photo Art Publisher, Monadnock Bldg. 1.50; pap., 1.00

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo; 20 cm.); S (16mo; 17½ cm.); T (24mo; 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Bowie, Walter Russell Re

The renewing Gospel. 304p. D (Yale lectures on preaching) c. N. Y., Scribner 2.00

Modern Christianity and modern existence are considered "in the light not only of recent studies about Christ and the Christian ethic but also of the truths of Christian belief which have never lost their power to solve the difficulties of a bewildered world and that are never final, never static."

Brewer, John Mason

Negro legislators of Texas and their descendants; a history of the Negro in Texas politics from reconstruction to disfranchisement. 144p. (2p. bibl.) il., map D [c. '35] Dallas, Mathis Pub. Co. lea. cl., 1.50

British year book of international law, 1935, The. 254p. (bibl.) O '35 N. Y., Oxford 6.00

Britt, George Bi

Forty years—forty millions; the career of Frank A. Munsey. 315p. il. O [c. '35] N. Y., Farrar & Rinehart 3.00

The life story of an amazing and ambitious American—Frank Munsey, who ruled over magazine and newspaper publishing from the end of the 19th century through the first two decades of the 20th century, and amassed forty millions.

Brown, Nelson C.

An introduction to general forestry in the United States. 293p. O '35 N. Y., Wiley 3.25

Brown, Paul Ju

Piper's pony; the story of Patchwork [il. by the author]. no p. obl. O c. N. Y., Scribner bds., 2.00

Piper, youngest of the Perkins children, was delighted when he was given a spunky little Shetland pony all his own.

Buck, Howard Fi

His brother's wife. 253p. D [c. '35] N. Y., Macaulay 2.00

After an impulsive marriage, Paula finds herself strongly attracted to her husband's brother.

Burns, Emile, comp.

A handbook of Marxism. 1087p. (2p. bibl.) D ['35] N. Y., Random House buck., 3.00

"Being a collection of extracts from the writings of Marx, Engels and the greatest of their followers selected so as to give the reader the most comprehensive account of Marxism possible within the limits of a single volume; the passages being chosen by Emile Burns, who has added in each case a bibliographical note, and an explanation of the circumstances in which the work was written and its special significance in the development of Marxism; as well as the necessary glossaries and index."

Byers, Charles Alma Fi

The Inverness murders. 287p. diagrs. D [c. '35] N. Y., Dial Press 2.00

Castle Thor, a magnificent Hollywood estate, is the scene of this baffling murder mystery.

Cage, Mabel Vinson

An oral language practice book. 278p. D [c. '35] San Francisco, Harr Wagner .90

Caldwell, Erskine

Some American people. 266p. D [c. '35] N. Y., McBride 2.00

A commentary on contemporary conditions in some hard-hit sections of America. First-hand observations of the South, with its systems of share-cropping and tenant farming, of the middle-western drought area, and of Detroit, hotbed of labor conflict.

Chaffee, Allen [originally Antoinette Gurney] Ju

Heroes of the shoals. 196p. il., map, diagrs. D [c. '35] N. Y., Holt 2.00

True stories of the hazards and heroic deeds of the U. S. Coast Guard. For older boys.

Christy, Sara Fi

With all my heart. 252p. D [c. '35] N. Y., John H. Hopkins 2.00

The romance of an attractive young school teacher who, finding herself far from home, with no job and little money, applies for a job doing housework.

Clark, Atwood Sp

Gun dogs and their training. 253p. il. D (Sportsman's lib.) '35 N. Y., Scribner 2.00

One of the first of a new, inexpensive series of sporting books, each written by an expert, to follow in the tradition of the "Badminton Library." See also *Maydon, Needham* and *Turing.*

Cole, George Douglas Howard Ec

Economic planning. 403p. diagrs. D c. N. Y., Knopf 3.00

An explanation of the principles and desirability of a planned economy, with a discussion of the possibilities of planning in the United States.

Colony, Horatio Fi

Free forester; a novel of pioneer Kentucky. 302p. O c. Bost., Little, Brown 2.50

A story of Harley Boydley, a wanderer in Kentucky during the years before and during the Revolution, who was a pioneer by chance rather than determination, a lusty fellow, who enjoyed life and worked only from necessity.

Columbia encyclopedia (The); comp. and ed. at Columbia University. 1949p. F c. N. Y., Columbia Univ. Press buck., 17.50

A completely new encyclopedia, in one volume, prepared over a period of eight years by a staff of experts in every field under the editorship of Clarke F. Ansley.

Allen, Mrs. Sherman

Depot romance; a comedy in one act. 17p. diagr. S c. '35 N. Y., S. French pap., .30

Ames, Maurice U. and Jaffe, Bernard

Laboratory and workbook units in chemistry; consumable ed. 240p. diagrs. O [c. '35] Newark, N. J., Silver, Burdett pap., .84

Atwood, Wallace W. and others

Workbook in geography; to accompany Atwood and Thomas's The earth and its people, elementary book. 168p. il., maps, diagrs. O [c. '34, '35] Bost., Ginn pap., .32

Ayer, Leslie James and Ashley, Paul Pritchard

Cases on business law, with notes and problems; rev. ed. by Stephen Darden Brown. 1321p. O '35, c. '25-'35 N. Y., Prentice-Hall 4.50

[Babcock, Charles E., comp.]

Latin American libraries. 22p. O (Lib. and bibl. ser., no. 7) '35 Wash., D. C., Pan American Union pap., apply

Balabanis, Homer P.

The American discount market. 110p. (bibl. footnotes) diagrs. O (Materials for study of business) [c. '35] Chic., Univ. of Chic. Press pap., 1.00

Bauer, John

America's struggle for electric power. 46p. (2p. bibl.) D [c. '35] N. Y., League for Industrial Democracy pap., .10

Beasley, Richard R.

Avenues to God. 94p. D '35 Bristol, Tenn.-Va., King Pr. Co. pap., apply

Braun, Wilbur

A merry death; a mirthquake of laughs in three acts. 121p. diagr. D c. '35 N. Y., S. French pap., .50

Sis Perkins; a farcical comedy drama in three acts. 126p. diagr. D c. '35 N. Y., S. French pap., .50

Bushnell, David I., jr.

The Manahoac tribes in Virginia, 1608. 56p. (bibl. footnotes) il., maps, diagrs. O (Smithsonian misc. coll., v. 94, no. 8) '35 Wash., D. C., Smithsonian Inst. pap., apply

Confucius ★

The sayings of Confucius; tr. [from the Chinese] by Leonard A. Lyall [3rd ed.]. 130p. O ['35] N. Y., Longmans 3.00

Cooper, Lane

Evolution and repentance; mixed essays and addresses on Aristotle, Plato, and Dante, with papers on Matthew Arnold and Wordsworth. 262p. D '35 Ithaca, N. Y., Cornell Univ. Press 2.25

Cowdrey, Irving H. and Adams, Ralph G.

Materials testing—theory and practice; 2nd ed. 144p. O '35 N. Y., Wiley 1.75

Cullinan, Howell Bi

Of all places! 258p. D [c. '35] [Bost., Author, c/o Harvard Club, 374 Commonwealth Ave.] 2.00

The autobiography of a newspaper man and radio broadcaster telling of his adventures in search of news in many countries.

Daele, Rose-Marie, ed.

Short French poems for recitation (for class and club use). 107p. D (Romance class texts) [c. '35] Williamsport, Pa., Bayard Press 1.25; pap., 1.00

Dana, Julian Bi

Gods who die; the story of Samoa's greatest adventurer. 336p. il., map O c. N. Y., Macmillan 3.00

An accurate chronicle of the unusual, adventurous life of George Westbrook, an Englishman, who has spent sixty years in the South Seas. As told by Westbrook himself to Julian Dana.

Dane, Clemence, pseud. [Winifred Ashton] Fi

Fate cries out; nine tales. 321p. (bibl.) D '35, c. '23-35 Garden City, N. Y., Doubleday 2.50

Nine stories each of which is based upon some fateful moment in the life of a human being, by which he either falls or triumphs.

Davis, Tech Fi

Terror at Compass Lake. 322p. front. (diagr.) D (Crime club) c. Garden City, N. Y., Doubleday 2.00

Aubrey Nash, private investigator, against the resistance of the people involved, solves a mysterious death that is neither murder, suicide nor natural death.

Dawes, Charles Gates

Notes as Vice President, 1928-1929. 329p. il. O c. Bost., Little, Brown 3.00

The unedited notes, reminiscences, anecdotes and personal experiences of the former Vice-President, just as he wrote them during his last year under Coolidge.

Deakin, Irving

To the ballet! an introduction to the liveliest of the arts; foreword by John Van Druten; preface by S. Hurok. 173p. il. nar. D [c. '35] N. Y., Dodge Pub. Co. 1.50

A brief history of the ballet and its outstanding figures and an explanation of its forms.

Dean, Graham M. Ju

Bob Gordon, cub reporter. 280p. front. (col.) D c. Garden City, N. Y., Doubleday 2.00

A newspaper story for boys of high school age.

Deming, Horace G. Sc

General chemistry; 4th ed. 769p. O '35 N. Y., Wiley 3.50

Denney, Roy, ed.

Answers to one thousand and one questions on dry cleaning, wet cleaning, bleaching, spotting, finishing, and miscellaneous; selected from *The National Cleaner and Dyer*, 1930 to 1934 inclusive. 253p. S [c. '35] N. Y., Nat'l Cleaner & Dyer Pub. Corp., 305 E. 45th St. lea. cl., 3.00

Dickens, Charles Fi

A tale of two cities. 407p. S ['35] N. Y., Modern Lib. flex. cl., .95

Dobie, James Frank Tr

Tongues of the monte. 308p. O c. Garden City, N. Y., Doubleday 3.00

Northern Mexico, the land and its people, its folkways and legends, as the author came to know it in the course of a long, leisurely journey by mule, visiting haciendas and living with vaqueros.

Donovan, Dulcie Godlove

The mode in dress and home. 460p. (bibls.) il. (pt. col.), diagrs. D [c. '35] Bost., Allyn & Bacon 1.40

Dostoevskiĭ, Fedor Mikhailovich ★Fi

The idiot; a novel in four parts; tr. from the Russian by Constance Garnett; il. by Boardman Robinson. 586p. O c. N. Y., Random House 3.50

Uniform with the Random House edition of the author's "The Brothers Karamazov," also illustrated by Boardman Robinson.

Economic and financial position of Italy (The); issued by the Information Department, Royal Institute of International Affairs; 2nd rev. ed. 59p. (bibl. footnotes) diagr. O (Information Dep't paps. no. 15) '35 [N. Y.], Oxford pap., .85

Edwards, Lionel Dalhousie Robertson Ar-Sp

A Leicestershire sketch book; il. by the author. 115p. il. (pt. col.) F '35 N. Y., Scribner 8.50

Full-page drawings of hunting scenes, with textual descriptions on the facing pages.

Enright, Elizabeth Ju

Kintu; a Congo adventure; il. by the author. 54p. il. (pt. col.) D c. N. Y., Farrar & Rinehart 1.00

How Kintu, son of an African Congo chief, conquered his fear of the jungle.

Fair, Philip Fi

Sondra; a love story. 253p. D [c. '35] N. Y., Chelsea House .75

Farrell, M. J., pseud. [Mary Lesta Skrine] Fi

Full house. 310p. D c. Bost., Little, Brown 2.50

The shadow of insanity hangs over an Irish household.

Cook, Laurence Russell

Riff-raff; a play in one act. 17p. diagr. S c. '32, '35 N. Y., S. French pap., .30

Crosby, Percy

Defense of the Administration against the charges of the Russian Ambassador. 14p. T [c. '35] [McLean, Va., Author] pap., .10

Damrosch, Walter

Art songs and part songs. 183p. O (New universal school music ser., b'k 5) c. '35 N. Y., Hinds, Hayden & Eldredge .76

Donner, Francine McCartney

Audition; a comedy in one act. 22p. diagr. S c. '35 N. Y., S. French pap., .30

Doran, Marie

Something to talk about; a comedy in three acts. 90p. diagr. D c. '35 N. Y., S. French pap., .50

Else, Ronald

His first shave; a comedy in one act. 19p. diagr. S c. '35 N. Y., S. French pap., .30

Finer, Herman
Mussolini's Italy. 564p. (bibl. footnotes) O ['35] N. Y., Holt 3.75
A scholarly, objective study of fascism, based upon a year's study in Italy.

Fishback, Margaret Po
I take it back; verses. 128p. D [c. '35] N. Y., Dutton 2.00
Light, sophisticated verses by a frequent contributor to *The New Yorker*.

Fisher, Herbert Albert Laurens Hi
A history of Europe; [v. 2], Renaissance, Reformation, reason. 399p. (bibls.) maps O c. Bost., Houghton 4.00
This volume covers the history of Europe from the beginning of the Renaissance to the end of the 18th century.

Fleming, Marjory
The complete Marjory Fleming; her journals, letters and verses; ed. by Frank Sidgwick. 231p. map D '35 N. Y., Oxford 2.00

Foster, Henry A. Hi
The making of modern Iraq; a product of world forces. 328p. (11p. bibl.) front. (por.), maps O c. Norman, Univ. of Okla. Press 4.00
An account of the progress of richly-endowed Iraq toward nationhood from the native revolt in Arabia, through the post-war years under English mandate, and, since 1932, as a sovereign state. The author considers its development as the finest example of the working out of the ideas of President Wilson and General Smuts.

Fowler, Gene [originally Eugene Devlan] Bi
Timber line; a story of Bonfils and Tammen. 480p. O [c. '33] N. Y., Blue Ribbon B'ks 1.00

Galsworthy, John
Forsytes, Pendyces and others; foreword by Ada Galsworthy. 295p. D c. N. Y., Scribner 2.50
Galsworthy's last book contains two long stories, eight shorter ones, fifteen literary essays, and four plays, two of them unfinished.

Gilman, Mrs. Charlotte Perkins Stetson Bi
The living of Charlotte Perkins Gilman; an autobiography; foreword by Zona Gale. 379p. il. (pors.) O c. N. Y., Appleton-Century 3.00
The life story of a leader in the movement for the emancipation of women, whose suicide was recently chronicled in the papers.

Gollomb, Joseph Fi
Unquiet. 536p. O c. N. Y., Dodd, Mead 2.50
A story of New York life and a young Jew who strives to escape from the life of the slums into which he was born.

Gorgas, Mrs. Marie Cook Doughty and Hendrick, Burton Jesse Bi
William Crawford Gorgas; his life and work [new ed.]. 368p. il. D '35 Garden City, N. Y., Doubleday 2.50

Greenberg, Jacob and Klafter, Simeon H.
Elements of German; 2nd year. 351p. il., map D [c. '35] Garden City, N. Y., Doubleday 1.40

Greenwood, Edwin Fi
The fair devil. 311p. D c. Garden City, N. Y., Doubleday 2.00
A strange tale of mirth and murder in an English setting.

Gwynn, Stephen Lucius Bi
Oliver Goldsmith. 332p. il. O [c. '35] N. Y., Holt 3.00
A portrait of Goldsmith in relation to his times and the social circles he frequented.

Haldane, John Scott and Priestley, J. G. Sc
Respiration; new ed. 505p. (22p. bibl.) il., diagrs. O (Mrs. Hepsa Ely Silliman Memorial Lectures) '35, c. '22 New Haven, Conn., Yale 6.00

Hardy, Jack
The clothing workers; a study of the conditions and struggles in the needle trades. 256p. (3p. bibl. notes) D (B'ks on labor and industry) [c. '35] N. Y., Internat'l Publishers 2.00

Harper, Theodore Acland Ju
Red sky. 292p. front., map O c. N. Y., Viking 2.00
A story of the experiences of two Cossack children in the World War and during the Russian Revolution, for older boys and girls.

Harré, Thomas Everett Fi
The heavenly sinner; the life and loves of Lola Montez. 690p. O [c. '35] N. Y., Macaulay 2.50
A biographical novel based on the glamorous and colorful life of Lola Montez, beautiful dancer and adventuress, who was loved by famous and titled men of 19th century Europe.

Hatch, Eric Fi
My man Godfrey. 242p. D c. Bost., Little, Brown 2.00
The humorous tale of the perfect butler, who rules a Manhattan family with an iron hand, particularly Irene, its obstreperous daughter.

Heim, Karl, D.D. Re
The Church of Christ and the problems of the day. 180p. D c. N. Y., Scribner 1.75
The present plight of the Church, in conflict with nationalism, and a heartening message concerning the mission of a vigorous Christianity today, by a professor of theology in the University of Tübingen, Germany.

Henning, George Neely, ed.
Representative French lyrics of the nineteenth century; rev. ed. 576p. (8p. bibl.) il. D [c. '13, '35] Bost., Ginn 1.40

Herzog, Rudolf
Freudvoll und leidvoll; short stories; ed. by Jacob Hieble. 220p. S [c. '35] N. Y., Holt .96
For intermediate classes in German.

Hicky, Daniel Whitehead Po
Call back the spring. 65p. O [c. '35] N. Y., Holt 1.75
Sonnets and lyrics.

Gilchrist, Donald B., ed.
Doctoral dissertations accepted by American universities 1934-1935 (no. 2). 113p. O '35 N. Y., H. W. Wilson pap., 1.00

Grimshaw, Albert E., jr.
Elements of truth [aphorisms]. 52p. O c. Hawthorne, N. J., Author, 52 Bamford Ave. pap., 2.00

Heininger, Alfred Dixon
Mexican journeys; a course for leaders of intermediate groups, based on The flying boat (Robert N. McLean). 64p. D '35 N. Y., Missionary Educ. Movement pap., .25

Hobbs, Bertram
Hot headlines; a melodrama in one act. 26p. diagr. D c. '34, '35 N. Y., S. French pap., .30

Holberg, Ruth Langland **Ju**

Mitty and Mr. Syrup; il. by Richard A. Holberg. no p., il. (pt. col.) O c. '35 Garden City, N. Y., Doubleday bds., 1.00

A picture-story about a little girl, her lost doll, and Mr. Syrup, the milkman, who helps her find it.

Holme, Constance **Fi**

Beautiful end. 222p. T (World's classics no. 431) '35 N. Y., Oxford .80

Holtby, Winifred

Women, and a changing civilisation. 223p. (2p. bibl.) D '35 N. Y., Longmans 1.75

A history of the movement for the emancipation of women and a survey of the "woman problem" still existing.

Howard of Penrith, Esme William Howard, 1st baron **Bi**

The theatre of life, 1863-1905. 336p. il. O (Atlantic Mo. Press pub'n) c. Bost., Little, Brown 3.50

This volume of the memoirs of the one-time British Ambassador to the United States covers his youth, his early years in the diplomatic service, his experiences in the Boer War, his marriage and his conversion to Catholicism.

Howes, Royce **Fi**

Death on the bridge. 282p. D (Crime club) c. Garden City, N. Y., Doubleday 2.00

A series of perplexing and terrifying events suddenly occurred on the tramp steamer, *Sari-Bahr,* bound from Liverpool to New York, including the murders of the captain and first officer.

Ilin, M., pseud. [Il'ia Iakovlevich Marshak] ★

Men and mountains; man's victory over nature; tr. [from the Russian] by Beatrice Kinkead. 329p. il. (pt. col.), maps, diagrs. O c. Phil., Lippincott 2.50

An account of the wonderful work that is being carried on by Russian scientists in changing the fields, woods, deserts and rivers of their country so that they will benefit human lives by providing food, energy and power.

Ingram, Christine P.

Education of the slow-learning child. 431p. il. D '35 Yonkers, N. Y., World B'k 1.80

Johnson, Burges **Po**

Sonnets from the Pekinese, and other doggerel; il. by Edwina. 38p. O c. [N. Y.], Macmillan 1.75

Humorous poems about dogs.

Johnson, Icie F. **Bi**

William Rockhill Nelson and the Kansas City *Star*; their relation to the development of the beauty and culture of Kansas City and the Middle West; introd. by William Allen White. 208p. il. D [c. '35] Kansas City, Mo., Burton Pub. Co. 2.00

The life of the founder of the Kansas City *Star.*

Justus, May **Ju**

Honey Jane. 202p. il. (pt. col.) D c. Garden City, N. Y., Doubleday 2.00

The story of Honey Jane's life in the Kentucky mountains where her McCreary relatives had a long-standing feud with the Olivers. For children under twelve.

Kimball, Dexter S. and Barr, John H.

Elements of machine design; 3rd ed. 476p. il. O '35 N. Y., Wiley 4.00

Koehler, Walter A.

Principles and applications of electrochemistry; v. 2, Applications. 568p. (bibl. notes) il. O '35 N. Y., Wiley 5.00

★ **Bi-Hi**

Kokovtsov, Count Vladimir Nikolaevich

Out of my past; the memoirs of Count Kokovtsov; ed. by H. H. Fisher; tr. [from the Russian] by Laura Matveev. 635p. (bibl. notes) il. O (Hoover War Lib. pub'ns, no. 6) c. Stanford Univ., Cal., Stanford Univ. Press 5.50

The former Prime Minister of Imperial Russia writes of political events in Russia from 1903 to his escape to France in 1918.

Kugelmass, Isaac Newton, M.D.

Growing superior children. 584p. il., diagrs. D c. N. Y., Appleton-Century 3.50

A pediatrician presents a guide to the physical, mental and emotional development of the child from the pre-natal period to adolescence.

Lampson, Robin **Po**

Laughter out of the ground; a novel in cadence. 357p. (2p. bibl.) O c. N. Y., Scribner 2.50

A narrative poem about the California Gold Rush.

Lanning, John Tate **Hi**

The Spanish missions of Georgia. 334p. (9p. bibl. and bibl. notes) il., map O [c. '35] Chapel Hill, Univ. of N. C. Press 3.00; lim. ed., 8.00

A little-known period of history, an account of the Jesuit and Franciscan missions established in Georgia.

Le Buffe, Francis Peter **Re**

Prayers for the dying. 64p. front. (por.) T ("Let us pray" ser., 5) [c. '35] N. Y., America Press .30

Leslie, Louis A. and Funk, Charles Earle, comps.

Twenty-five thousand words spelled, divided, and accented, for the use of stenographers, students, authors, and proof-readers. 263p. T c. N. Y., Funk & Wagnalls 1.00

Lewis, Sinclair [Tom Graham, pseud.] **C.I.-Fi**

It can't happen here; a novel. 458p. D c. Garden City, N. Y., Doubleday 2.50

A startling novel picturing democratic America under a powerful dictatorship in 1936. The first edition, of 50,000 copies, is so marked on the copyright page. Publication date, October 21st.

Ligon, Ernest Mayfield **Re**

The psychology of Christian personality. 403p. (6p. bibl.) O c. N. Y., Macmillan 3.00

A psychological study of the Sermon on the Mount, showing that Jesus' teachings are in accord with the principles of modern psychology.

Hulbert, Winifred

The quest for gold and God; a course on Latin America for young people. 48p. (bibls.) D '35 N. Y., Missionary Educ. Movement pap., .25

Hunter, George W. and Whitman, Walter G.

Laboratory exercises for Science in our social life. 180p. il., map, diagrs. O [c. '35] N. Y., Amer. B'k pap., .48

James, Frederic

The treatment and control of oral infection. 124p. (4p. bibl.) il. (pt. col.), diagrs. (pt. col.) D c. Cin., Ruter Press 2.00

Krout, Maurice H.

Autistic gestures; an experimental study in symbolic movement. 131p. (2p. bibl.) diagrs. O (Psychological monographs, v. 46, no. 4, whole no. 208) '35 Princeton, N. J., Psychological Review Co. pap., apply

Lash, Joseph P.

The campus strikes against war. 46p. il. D [c. '35] N. Y., Student League for Industrial Democracy, 112 E. 19th St. pap., .10

Leiper, Henry Smith

The ghost of Caesar walks; the conflict of nationalism and world Christianity. 80p. D [c. '35] N. Y., Friendship Press pap., .35

Lincoln, Joseph Crosby **Hi**
Cape Cod yesterdays; il. by Harold Brett [trade ed.]. 301p. il. (pt. col.) O [c. '35] Bost., Little, Brown buck., 4.00

Lipscomb, Charles J. **Tr**
Tiki; a Tahitian adventure. 334p. il. O [c. '35] N. Y., Dial Press 2.75
An account of the American author's sojourn in beautiful Tahiti.

Lloyd, Anne Gladys [Someple, pseud.]
Puzzles for parties. 85p. D [c. '35] N. Y., Crowell 1.00
Puzzles, stunts and games for the modern hostess.

Lorimer, Graeme and Lorimer, Sarah **Fi**
Heart specialist. 298p. D '35, c. '34, '35 Bost., Little, Brown 2.00
More tales of Maudie's adventures with the younger and older sets. Maudie is now eighteen and her début is the dénouement of this series of exploits.

Lothian, Marquis of
Pacifism is not enough nor patriotism either; being the Burge Memorial Lecture for the year 1935. 57p. O '35 N. Y., Oxford .75

Low, David **Ar**
Ye madde designer. 128p. il. O '35 N. Y. Studio Pub'ns 2.50
"Low," cartoonist of the London *Evening Standard*, writes about himself and his work. Many examples of his cartoons are included.

Luard, L. **Fi**
Conquering seas. 279p. D c. N. Y., Longmans 2.00
An exciting and heroic tale of life on a North Sea trawler.

Ludwig, Emil **Bi**
Three Titans. 376p. fronts. (pors.) O [c. '30] N. Y., Blue Ribbon B'ks 1.00

Macdonell, Archibald Gordon [John Cameron, Neil Gordon, pseuds.] **Tr**
A visit to America. 274p. D c. N. Y., Macmillan 2.50
An amusing account of the experiences and impressions of the author during his first visit to the United States.

Mackail, Denis George **Fi**
The wedding. 328p. D c. Garden City, N. Y., Doubleday 2.50
A light-hearted story about Nancy and Peter on the most important day of their lives.

McMinn, Howard E. and Maino, Evelyn **Sc**
An illustrated manual of Pacific Coast trees; with lists of trees recommended for various uses on the Pacific Coast by H. W. Shepherd. 421p. (3p. bibl.) il. (col. front.), map D c. Berkeley, Univ. of Cal. Press flex. lea. cl., 3.50
Descriptive notes and pictures of all the native specimens together with about 400 introduced species.

McNeill, John Thomas **Bi-Re**
Makers of Christianity, [v. 2], From Alfred the Great to Schleiermacher. 285p. (9p. bibl.) O [c. '35] N. Y., Holt 2.00
Life sketches, covering the 9th to the 20th centuries.

Magruder, Frank Abbott
National governments and international relations; rev. ed. 650p. il., maps D '35 Bost., Allyn & Bacon 1.80

Manly, John Matthews and Rickert, Edith
Contemporary British literature; a critical survey and two hundred and thirty-two author-bibliographies; 3rd rev. and enl. ed. by Fred B. Millett. 567p. (bibls.) D '35, c. '21-'35 N. Y., Harcourt 2.50

Mason, Bernard Sterling and Mitchell, Elmer Dayton **Sp**
Active games and contests. 608p. (2p. bibl.) il., diagrs. O c. N. Y., A. S. Barnes 3.00
Directions for conducting over 1800 games and contests for two or more players—for play and recreation leaders.

Mason, Louis B. **Bi**
The life and times of Major John Mason of Connecticut: 1600-1672. 350p. (bibl.) il., diagrs. O c. N. Y., Putnam 3.00
The life of an Indian-fighter, head of the military forces of Connecticut.

Maydon, Hubert Conway **Sp**
Big game of Africa. 254p. il. D (Sportsman's lib.) '35 N. Y., Scribner 2.00

Mercer, Frank Alfred and Gaunt, William, eds.
Modern publicity, 1935-6. 127p. il. (pt. col.) Q '35 N. Y., Studio Pub'ns 4.50; pap., 3.50
Short articles on advertising art with many illustrations picturing the year's high spots in posters, newspaper advertising, direct mail and packaging.

Meyer, Mrs. Annie Nathan
Barnard beginnings. 196p. il. O c. Bost., Houghton 2.00
A history of Mrs. Meyer's struggle to found a Columbia University "Annex" for women which became Barnard College in New York City.

Meyer, Otto, M.D.
"Rheumatism"; a treatise explaining the relationship of phlebitus to arthritis, neuritis and muscular rheumatism. 128p. (5p. bibl.) il., diagrs. D [c. '35] N. Y., Elliot Pub. Co., 33 W. 42nd St. 1.00
For laymen.

Miller, George Abram
The collected works of George Abram Miller; v. 1. 475p. front. (por.) Q '35 Urbana, Univ. of Ill. 7.50

Miller, Max **Tr**
The great trek; the story of the five-year drive of a reindeer herd through the icy wastes of Alaska and northwestern Canada. 224p. il., map O c. Garden City, N. Y., Doubleday 2.50
An account of the long, hazardous journey undertaken by ten men who had contracted with King George V of Great Britain to deliver 3,000 reindeer from Alaska to the east side of the Mackenzie Delta in Canada, to be used as a source of food supply for Canadian Eskimos.

Loiseaux, Louis A.
French prose for sight translation. 43p. O c. Columbia Univ. Press pap., .50

McCall, Adeline Denham
Adventures with music and musicians. 81p. (bibls.) O (Univ. of N. C. Lib. Ext. pub'n, v. 2, no. 1) '35 Chapel Hill, Univ. of N. C. Press pap., .50

MacLean, J. D.
Manual on preservative treatment of wood by pressure. 123p. (2p. bibl.) il., diagrs. O (U. S. Dept. of Agri. misc. pub'n no. 224) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .15

Miller, Madeleine Sweeny (Mrs. J. Lane Miller)
The alabaster cruse; a drama of the first Eastertide; based on the Gospel according to Mark. 20p. il. D [c. '35] N. Y., S. French pap., .35

Mitchell, C. F. **Re**
Gather up the fragments, and other sermons. 251p. D [c. '35] [Weatherford, Okla., Author] 1.50
Twenty-three evangelistic sermons and special day messages.

Molony, William O'Sullivan **Bi**
New armor for old; autobiography. 442p. O [c. '35] N. Y., Holt 3.00
The life of an Irish-American who was interned in Germany during the war, traveled in many countries afterward, worked for the League of Nations, and, broken in health, had to go to a psychiatric clinic, from which he has returned.

Moore, Ellen Whitley
Neo-Babylonian business and administrative documents, with translation, transliteration, and notes. 412p. (bibl.) Q '35 Ann Arbor, Univ. of Mich. Press 4.00

Moseley, Edwin Lincoln
Trees, stars and birds; rev. ed. 426p. il. (col.) D '35 Yonkers, N. Y., World B'k 1.60

Mundy, Talbot **Fi**
Purple pirate. 375p. O c. N. Y., Appleton-Century 2.50
Another tale of "Tros of Samothrace" in the stirring days following the death of Julius Caesar.

Needham, Cecil Hugh Latimer **Sp**
Gliding and soaring. 255p. il., diagrs. D (Sportsman's lib.) '35 N. Y., Scribner 2.00

Neihardt, John Gneisenau **Po**
The song of the Messiah. 110p. D c. N. Y., Macmillan 1.50
The fifth and final narrative poem in the author's Epic Cycle of the West. It tells of the despairing prairie Indians' hope for a Messiah, and their final tragedy.

Nicholson, Hubert **Fi**
Face your lover. 294p. D [c. '35] N. Y., Holt 2.00
Modern Paris, London and Brittany form the background of this story of a married artist who fell in love with a young woman, severed his home ties and ran away with her.

Norris, Charles Gilman **Fi**
Hands. 546p. D [c. '35] N. Y., Farrar & Rinehart 2.50
Extending over the past fifty years, this is the story of three generations of men and the women they loved; the first is a carpenter, his son a contractor, and his grandson an architect.

Norton, Frederick Calvin
A Yankee post office; its history and postmasters; the history of a typical New England post office in Guilford, Connecticut, covering nearly a century and a half. 140p. D c. '35 [Guilford, Conn., Author, 52 Pearl St.] 2.00

Norton, Roy **Fi**
The canyon of gold. 255p. D [c. '35] N. Y., Macaulay 2.00
A tale of romance and prospecting in the early days of California.

O'Hara, John **Fi**
Butterfield eight. 310p. D [c. '35] N. Y., Harcourt 2.50
A hard-boiled, realistic story of a modern girl and some of her friends, living feverishly in the New York of 1931.

Opdycke, John Baker [Oliver Opdycke, pseud.]
Get it right! a cyclopedia of correct English usage. 692p. (4p. bibl.) il., diagrs. O c. N. Y., Funk & Wagnalls 3.50
A comprehensive, alphabetically-arranged volume on correct English usage in writing.

Patton, Cornelius Howard
The rediscovery of Wordsworth. 265p. (bibl. footnotes) O [c. '35] Bost., Stratford 2.50
A literary study, finding in Wordsworth the poet for the post-war years.

Ploetz, Karl Julius **★Hi**
Ploetz' Epitome of history; tr. [from the German] and enl. by William H. Tillinghast; rev. by Harry Elmer Barnes and others. 872p. O [c. '83-'25] N. Y., Blue Ribbon B'ks 1.49

Post, Charles Asa
Those were the days, when hearts were kind and sports were simple [old time sleighing in Cleveland]. 113p. il. (pt. col.) O '35 Cleveland, Caxton Co., 840 Caxton Bldg. bds., 2.00

Prasad, Beni
The democratic process. 301p. O '35 N. Y., Oxford 3.50

Price, Mrs. Margaret Evans **Ju**
Mota and the monkey tree; il. by the author. 155p. O c. N. Y., Harper 1.50
The adventures of a little African girl in the jungle after she ran away from home with one of her baby twin brothers.

Problems of peace; 9th ser., Pacifism is not enough; lectures delivered at the Geneva Institute of International Relations, August, 1934; by William E. Rappard and others. 284p. S '35 N. Y., Oxford 2.75

Putnam, Samuel **Bi**
Marguerite of Navarre. 400p. (19p. bibl.) il. O [c. '35] N. Y., Coward-McCann 3.50
The life of the sister of Francis I, author of the "Heptameron," whom the author considers as the forerunner of the emancipated modern woman.

Raine, William MacLeod **Fi**
Border breed. 306p. D c. Bost., Houghton 2.00
Exciting times in the Southwest.

Rees, Rosemary Frances **Fi**
Home is where the heart is. 285p. D (Arcadia House pub'n) [c. '35] N. Y., [Godwin] 2.00
A young English girl goes to New Zealand to live with her uncle's family and finds it hard to adjust herself to a rougher life than she had known.

Monro, Isabel S. and Cook, Dorothy E., eds.
Standard catalog for high school libraries; 2nd ed. rev.; 3rd suppl. (cumulated); a classified list and a dictionary catalog of 516 books. 183p. O (Standard catalog ser.) '35 N. Y., H. W. Wilson pap., .90

National cyclopaedia of American biography (The);
Indexes; personal and topical indexes to the published volumes of the National cyclopedia of American biography, including the 1st and rev. eds. 254p. Q c. N. Y., Jas. T. White & Co. buck., apply

Parsons, Margaret
Off the old block; a one-act comedy for all women. 23p. diagr. S c. '35 N. Y., S. French pap., .30

Potter, Philip S., M.D.
Pediatric treatment; a manual of the treatment of the diseases of infants and children designed as a reference work especially for the general practitioner and physicians entering the field of pediatrics. 595p. (bibls.) O c. N. Y., Macmillan 5.00

Reach, James
The green ghost; a mystery comedy in three acts. 86p. diagr. D c. '35 N. Y., S. French pap., .50

Reeve, Arthur Benjamin **Fi**
Enter Craig Kennedy. 256p. D [c. '35] N. Y., Macaulay 2.00
A "scientific" detective story concerned with extremely weird events.

Reu, Johann Michael **Re**
Lutheran faith and life; a manual for the instruction of adults. 160p. (bibls.) D '35 Columbus, O., Lutheran B'k Concern 1.00

Rice, Thurman B., M.D. **Sc**
A textbook of bacteriology. 551p. il. '35 Phil., Saunders 5.00

Roemer, Joseph and others
Basic student activities; organization and administration of home rooms, clubs, and assemblies. 381p. (bibls.) il., diagrs. D [c. '35] Newark, N. J., Silver, Burdett 2.20
On extra-curricular activities.

Rogers, Eunice B.
Sweetmeats; a choice collection of tried and tested recipes carefully selected from the personal experience of many years. various p. S [c. '35] [Westhampton, N. Y., E. R. Guncelle] 2.00

Russell, George **Bi**
The narrative of George Russell of Golf Hill, with Russellania and selected papers; ed. by P. L. Brown. 469p. (bibl.) il., maps O '35 N. Y., Oxford 6.50

Sayers, Frances Clarke **Ju**
Mr. Tidy Paws; il. with lithographs by Zhenya Gay. 64p. O c. N. Y., Viking bds., 1.50
A story about a strange black little cat that came to live with young Christopher Tree and his grandmother in the deserted village of Bean Blossom. For children from 7 to 11.

Schneider, Isidor [I. S.] **Fi**
From the kingdom of necessity. 456p. O [c. '35] N. Y., Putnam 2.50
An autobiographical novel about an immigrant boy who grew up on New York's east side and became prominent in the literary world.

Scott, Agnis
Fundamentals of short-story writing. 68p. D [c. '35] Dallas, Mathis Pub. Co. 1.25; pap., 1.00

Shriner, Ralph L. and Fuson, Reynold C. **Sc**
Systematic identification of organic compounds. 195p. O '35 N. Y., Wiley 2.25

Shuster, George Nauman **Re**
Like a mighty army; Hitler versus established religion. 203p. D c. N. Y., Appleon-Century 2.00
An examination of Naziism which reveals it as a religion itself, definitely opposed to Christianity.

Smith, Chard Powers **Bi**
Annals of the poets; their origins, backgrounds, private lives, habits of composition, characters, and personal peculiarities. 548p. (4p. bibl.) O c. N. Y., Scribner 3.00
Anecdotes of English and American poets, past and present, which reveal their personal habits and peculiarities.

Sprigg, Christopher St. John **Fi**
The corpse with the sunburned face. 309p. D (Crime club) c. Garden City, N. Y., Doubleday 2.00
A quiet English village became a minor Bedlam with the events that followed the murder of the mysterious man who had lived in the Wilderness.

Stearns, Harold Edmund **Bi**
The street I know. 411p. D [c. '35] N. Y., Lee Furman 2.75
This autobiography of an American journalist and literary editor depicts the strangest era in American letters, the years following the World War.

Stokowski, Olga Samaroff **Mu**
The layman's music book. 293p. (bibls.) il. D [c. '35] N. Y., Norton 2.75
A new method in music understanding and appreciation, an outgrowth of the Layman's Music Courses of New York and Philadelphia of which the author is founder and director.

Stong, Philip Duffield **Ju**
Honk: the moose; il. by Kurt Wiese. 80p. il. (pt. col.) Q c. N. Y., Dodd, Mead bds., 2.00
Two small boys of a Minnesota village made a pet of a hungry moose that they found one cold winter's day in the livery stable that belonged to Ivar's family.

Swisher, Carl Brent **Bi**
Roger B. Taney. 618p. (8p. bibl.) il. O c. N. Y., Macmillan buck., 5.00
A life of Roger Taney of Maryland, who was Chief Justice of the U. S. Supreme Court from the death of John Marshall to 1864.

Tannenbaum, Samuel Aaron, M.D. and Maerker-Branden, Albrecht Paul
The patient's dilemma; a public trial of the medical profession. 292p. O c. [N. Y.], Coward-McCann 2.50
An exposé of the current commercial evils of the medical profession—the various tricks and rackets of medical specialists and profiteers.

Thomas, Lowell Jackson
Fan mail; il. by Soglow. 171p. S [c. '35] N. Y., Dodge Pub. Co. 1.50
Lowell Thomas selects some amusing examples of letters he has received from people all over the country.

Reilly, Rev. Peter
Residence of pastors; an historical synopsis and commentary. 90p. (bibl.) O (Canon law studies, no. 97) '35 Wash., D. C., Catholic Univ. of America pap., 1.25

Roberts, Mary E.
Family jars; a one-act comedy. 22p. diagr. S c. '35 N. Y., S. French pap., .30

Oh, these hard lessons! a one-act comedy. 16p. diagr. S. c. '35 N. Y., S. French pap., .30

Who knocks? a one-act play. 21p. diagr. D c. '35 N. Y., S. French pap., .30

Short, Marion
Thirteen diamonds; a comedy in three acts. 76p. diagr. D c. '35 N. Y., S. French pap., .50

Social credit proposals (The); economic security with freedom. 27p. D ['35] N. Y., New Economics Group of N. Y., 55 5th Ave. pap., .10

Sommer, F. E.
How to read Russian; a study of the letters, with practical exercises. O c. '35 Cleveland, Author, 4111 W. 48th St. pap., .35

Stafford, George Thomas and others
Individual exercises; selected exercises for individual conditions. 120p. diagrs. O c. N. Y., A. S. Barnes pap., 1.00

Tucker, W. Eldon
Injuries and their treatment. 213p. il. O '35 N. Y., Oxford 3.75

Weddell, Sue and Herriott, Frank W.
What will you do about it? a guide to action, based on Christian youth in action. 62p. (4p. bibl. note) D ['35] N. Y., Friendship Press pap., .25

Williams, Francis H., M.D.
Radium treatment of skin diseases, new growths, diseases of the eyes, and tonsils. 121p. (2p. bibl.) il., diagrs. D [c. '35] Bost., Stratford 2.00

Young, C. R.
Elementary structural problems in steel and timber; 2nd ed. 315p. O '35 N. Y., Wiley 4.00

Thomas, Mrs. Margaret Loring **Ju**

Carmelita sings; a Bolivian story. 112p. il. D [c. '35] N. Y., Abingdon 1.00

Mr. and Mrs. Forest go to Bolivia to make maps, but find themselves interested in promoting a little Bolivian girl who loves to sing.

Thompson, Oscar **Mu**

How to understand music. 347p. (13p. bibl. note) il. O c. N. Y., Dial Press 2.75

A discussion of music and its various forms, designed to aid the layman in listening to and understanding music.

Tittle, Ernest Fremont **Re**

A way to life. 195p. (bibl. footnotes) D [c. '35] N. Y., Holt 1.75

Christian faith as the guide for individual and social action.

Tousey, Sanford **Ju**

Steamboat Billy. no p. il. (pt. col.) obl. D c. Garden City, N. Y., Doubleday bds., 1.50

Billy's uncle owned one of the big Ohio River steamboats. Billy goes on a trip with him and earns a pilot's cap. For children up to nine years.

Turing, Harvey Doria **Sp**

Trout fishing. 254p. il., diagrs. D (Sportsman's lib.) '35 N. Y., Scribner 2.00

The author is Angling Editor of *The Field.*

Ukers, William H.

All about coffee; 2nd ed. 832p. (bibl.) il. (pt. col.), maps Q '35, c. '22, '35 N. Y., Tea & Coffee Trade Journal, 79 Wall St. 15.00

Undset, Sigrid **★ Fi**

The longest years; tr. from the Norwegian by Arthur G. Chater. 332p. D c. N. Y., Knopf 2.50

This story of the happy childhood and girlhood of Ingvild is largely autobiographical.

Van Dine, S. S., pseud. [Willard Huntington Wright] **Fi**

The Garden murder case; a Philo Vance story. 332p. D c. N. Y., Scribner 2.00

Philo Vance, while "playing the ponies" in a great handicap race, hears a shot and is the first to discover the body of Woode Swift, first victim in the sensational Garden murder case.

Vorel, Iris

Be your own astrologer. 152p. il. D [c. '35] N. Y., Ives Washburn 1.00

How to cast horoscopes.

Wainwright, Samuel H., jr. **Ar**

Beauty in Japan; il. by the author. 317p. il. (col. front.), map O [c. '35] N. Y., Putnam 5.00

The author is an American, born in Japan, who interprets the Japanese application of aesthetics in all ways of living.

Walton, Izaak and Cotton, Charles

The compleat angler; introd. by John Buchan. 346p. il. T (World's classics no. 430) '35 N. Y., Oxford .80

Fi

Wells, Carolyn [Mrs. Hadwin Houghton]

For goodness' sake; a Fleming Stone detective novel. 308p. D [c. '35] Phil., Lippincott 2.00

Many persons hated Henry Parsons and one of them had killed him with a subtle method of poisoning.

Wells, Carolyn [Mrs. Hadwin Houghton] and Everett, Louella D., comps. **Po**

The cat in verse. 301p. front. D c. Bost., Little, Brown 2.00

An anthology of poems about cats.

Wendel, Hermann **★ Bi**

Danton; tr. from the German. 374p. (6p. bibl.) il., map O c. New Haven, Conn., Yale 3.75

The life of Danton and his part in the French Revolution.

Wheeler, Eleanor **Ju**

Tory House mystery. 205p. il., map D c. N. Y., Smith & Haas 1.50

Joan Gower, aged twelve, spends a summer on the Maine coast and braves a "real ghost" and the disbelief of grown-ups to investigate a legend of treasure buried in 1776.

Wheeler-Bennett, John W. and Heald, Stephen, eds. **Hi**

Documents on international affairs, 1934. 562p. O '35 N. Y., Oxford 10.00

Wordsworth, William and Wordsworth, Dorothy **Bi**

The early letters of William and Dorothy Wordsworth (1787-1805); ed. by Ernest de Selincourt. 596p. il. O '35 N. Y., Oxford 8.75

Work, Ernest

Ethiopia, a pawn in European diplomacy. 366p. (7p. bibl.) front. (por.), maps D c. N. Y., Macmillan 2.50

Originally published a short time ago by the author.

Worthen, Edmund L.

Farm soils; their management and fertilization; 2nd ed. 468p. il. D '35 N. Y., Wiley 2.75

Wriston, Hildreth T. **Ju**

Downstreet with Edith; il. by Grace Paull. 198p. il. (col. front.) O c. Garden City, N. Y., Doubleday 1.50

A story of one year in the life of Edith and her brother Frederick, who lived in a little Vermont town in the early 1900's. For children up to eight.

Wynne, Pamela, pseud. [Mrs. Winifred Mary Watson Scott] **Fi**

Priscilla falls in love. 336p. D c. Garden City, N. Y., Doubleday 2.00

A double romance threatened by the plots of a scheming East Indian.

OLD & RARE BOOKS

FREDERICK M. HOPKINS

ONE FEATURE OF THE COMING AUCTION SEASON undoubtedly will be the special interest given to first editions of American authors by consignors and collectors. The demand for "fine copies" will be greater than ever, and the supply appears to be decreasing. There are rumors of the sale of several important collections, but if they are sold it will be after the holidays. Several of the auction houses that gave special prominence to American first editions last season will continue the same policy. But most of these sales were composed of odd lots and small consignments of the less rare material in inferior condition. Collectors are still unsatisfied with anything less than the finest condition, and this attitude results in a wide range of prices. One factor that will add to the interest in collecting in this field is the demand for first editions of authors that have not been prominent heretofore. This is partly the result of increased bibliographical information, and partly to the widening trend noticeable during the last five years. Probably the decline in collecting first editions of modern English authors has had something to do with it. The most influential factor is the general belief that this is the best time that collectors of American "firsts" will ever have to make a collection at moderate prices. This feeling has more to do in creating a market than anything else.

THE Chicago Book and Art Auctions, Inc., will hold its first sale on October 22nd and October 23rd when selections from the library of the late J. V. Thompson of Uniontown, Pa., with additions, will be sold. The 538 lots include rare Americana, several most important pieces of Western Americana, among them Pattie's "Narrative," 1831, Reynolds' "Sketches," Palmer's "Journey to Oregon," Huddy and Duval's *Military Magazine*, books relating to the Revolution with many curious books in all fields. An innovation is introduced in this catalog. After the listing of each lot an appraisal, or estimated value is given in parenthesis, for example (Est. Val. $5—$10) means that in the opinion of the cataloger of this particular auction lot—allowing for all considerations of condition, etc., the value lies roughly within this price range. It will be interesting to see how this experiment works out. The prices in this appraisal must necessarily be the retail price. Many lots are sold at a wholesale price and are bought by booksellers for stock, or resale. If the larger portion of a sale is bought by booksellers for stock the prices will be very much under the estimated value, and will look to the uninitiated as if books were selling low when they might be bringing a good wholesale price. It is said that the sole purpose of this innovation is to help mail bidding and it doubtless will have this effect. Experienced buyers will know that these estimated values bear no necessary relation to the prices at which lots may sell at auction. A lot may sell at one-quarter of the estimated value or it may fetch twice as much. If it is a very rare and desirable item it may bring a high record price, a common occurrence in the dispersal of distinctive collections. These estimated values, if skilfully made, will add to the value of the catalogs of this auction house for reference use, and will be a time-saver for many buyers.

THE PARAGRAPH in this department in the issue of September 14th, in reference to the Yale University collection of Ruskin presented to it by Robert B. Adam, has brought the following letter from the librarian of Wellesley College Library: "Readers of *The Publishers' Weekly* may be interested to know that Wellesley College owns a Ruskin collection perhaps as complete and interesting as that at Yale. Besides all authorized editions of Ruskin's works and many rare pamphlets containing addresses, introductions to exhibitions, etc., publications of Ruskin Societies, Annals, and other periodicals where Ruskin's work first appeared as well as all separate editions mentioned in your paragraph, there

are proof sheets of the first edition of part of 'Modern Painters' with the author's corrections, India proofs of the illustrations of this work, presentation copies, and a large collection of biographical, bibliographical and critical material and a complete set of the catalogs and announcements issued by George Allen. A file of portraits consisting of prints, engravings, cartoons, etc., and much other Ruskiniana as well as four volumes of letters to the Rev. J. P. Faunthorpe, 1878-89 are included in the collection. The fact that this collection was presented to the college library by Mr. C. E. Goodspeed who still adds to it from time to time will be an indication of the completeness of the collection, as few persons are more enthusiastic in their admiration for Ruskin or in a better position to obtain rare items." Ruskin collectors will be glad to know there are two such extensive collections available to the student as the Adams collection at Yale and the Goodspeed collection at Wellesley. It would be good news to learn that there were two other collections of similar completeness in other American educational institutions.

NEARLY ALL TO WHOM the advance notice of the purchase of the Cotton Mather copy of the First Folio of Shakespeare was sent made the common mistake of saying that it was "purchased in 1623 by Cotton Mather." It was quite possible for it to have been brought to this country in 1623 and undoubtedly it was once owned by Cotton Mather. But it was not possible for Cotton Mather to have bought the book in London and imported it in 1623 for he was not born until February 12, 1663. Mr. Charles N. Baxter, librarian of The James Blackstone Library, Branford, Conn., a regular reader of these pages, calls our attention to this slip, for which we thank him.

CATALOG No. 103, "Americana, Books and Pamphlets Relating to the Exploration, Settlement and History of the United States," just issued by Edward Eberstadt, 55 West 42nd Street, comprises frontier explorations, pioneer narratives, Indian history, historical annals and researches, memoirs of early settlement, personal journals of the empire builders, and other rare material. This is the first of a series of catalogs embracing the collections of the late Frederick S. Dellenbaugh, librarian of the American Geographical Society; Ferdinand Cartwright Ewer, editor of *The Pacific News* and of California's first magazine, *The Pioneer*, and the library of a noted collector of Western Americana. The rarer items include two of the greatest overland narratives, Johnson and Winter's "Route Across the Rocky Mountains, with a Description of Oregon and California," 8vo, original boards, Lafayette, Ind., 1846; and Wilkes and Burnett's "The History of Oregon, Geographical and Political, 8vo, half morocco, New York, 1845. There is an extraordinary "gold discovery" broadside of 1849, "Map of the Gold Regions of California," showing the routes by Chagres and Panama, Cape Horn, etc., and there are many other scarce, out-of-the-way and important works. In its entirety the catalog is a most unusual one.

THE NEW YORK PUBLIC LIBRARY now has on view an exhibition of "Life in the Middle Ages" as pictured in manuscripts and books of the fifteenth century from the Spencer collection of illustrated books. Examples have been chosen which show the medieval illustrators' records of most phases of the life of their time. There are illustrations of childbirth, marriage and death; domestic scenes, town and country life; monasteries and schools; games, sport and war. Among many other things, the illustrations show how houses were built, towns defended and the devil resisted. The great changes in living conditions which the exhibiton reveals are hardly more striking than its presentation of the constancy of human nature. The problems with which the man of the Middle Ages was called upon to deal were very different from those of today but his manner of dealing with them appears quite modern.

Auction Calendar

TUESDAY AND WEDNESDAY EVENINGS, OCTOBER 22 AND 23, AT 8 O'CLOCK. Selections from the library of the late J. V. Thompson of Uniontown, Pa., with other library properties, including an important collection of Americana and many curious books in all fields. (Items 538.) Chicago Book and Art Auctions, Inc., 410 South Michigan Ave., Chicago, Ill.

WEDNESDAY AND THURSDAY AFTERNOONS, OCTOBER 23 AND 24, AT 2:15. The general library of the late Willis Vickery of Cleveland, including first editions and autographs, the final portion of the collection of the late Jahu DeWitt Miller and part of the collection of Ida Cushman of Philadelphia. (Items 594.) American Art Association Anderson Galleries, Inc., 30 East 57 St., New York City.

THURSDAY AFTERNOON, OCTOBER 24, AT 3 O'CLOCK. Rare Americana, an important historical collection of autographs, pamphlets, books, broadsides, etc. (Items 319.) The Pelican Gallery, Inc., 723 Toulouse St., New Orleans, La.

The Weekly Book Exchange

How to use Books Wanted and Books For Sale

TERMS: "Books Wanted" and "Books for Sale," 15c. a line. No charge for address.

The first-named is for booksellers, publishers and libraries only; the second is open to individuals also.

Both departments are for subscribers' use only.

All other classifications 20c. a line. Bills rendered monthly.

Write plainly on one side of paper. The Weekly is not responsible for typographical errors. Illegible "wants" ignored. Each title must begin on a separate line except grouped titles by one author. Objectionable books excluded when noted. If books wanted were originally published in a foreign language, state whether original or translation is desired.

In answering state edition, condition and price including transportation.

Give your name and address.

Credit responsibility of advertisers is not guaranteed but space in the columns will be denied to dealers who misuse it. Pay for your purchases promptly to preserve credit standing. Copy closes Monday noon.

BOOKS WANTED

Please send accurate and legible copy. Typed copy saves misprints.

Rose Abrams, 1013 E. 13th St., Brooklyn, N. Y.
Case. Millenial Hope.
Fowler. Origin and Growth of Hebrew Religion.
Seymour. Cross in Tradition, History and Art.

Air Law Review, 100 Washington Sq., N. Y.
Books, pamphlets and other materials on balloons, flying machines and aviation in general.

Alcove Book Shop, 816 Broadway, San Diego, Cal.
Fisher, Vardis. In Tragic Life; others.

American Autograph Shop, Merion Station, Pa.
Autographs. Historical and Literary. Fine single pieces or large collections, also large quantities of autograph material.
Early Am. Imprints.
Americana before 1750.
Patriotic Covers. Cancelled.

Amer. Dime Novel Ex., 1525 W. 12th, Brooklyn
Dime, nickel novels; Beadle, Tousey, Munro, others.

American Library Service, 133 W. 47th St., N. Y.
Americana. Books printed before 1820.
Benny, Kate. Paper cover novel of La.
Baptist Church. Everything relating to, books, pamphlets, documents.
Inman. Ancient Faiths.
Canadiana. Imprints prior to 1860.
Delaware. Everything on.
Halleck-Barbour. Readings from Literature.
Lincoln Assassination. Everything pertaining to in any form, everything in connection with Trial, Conspirators, etc., also everything connected with Lincoln in Cincinnati; Lincoln scrapbooks.
National Geographics. Quote all prior to 1905, at all times.
Maryland Hist. Soc. Archives, 38 vols.
Moore. History of N. Car.
Leo, Alan. All Astrology Textbooks.
Knight. Georgia's Landmarks, Vol. 1.
Phillpotts. Juno at the Way Station.
Pope. Legends of Hawaii; Hawaiian Geography.
Tharin. Arbitrary Arrests of the South.

American Library Service—Continued
McRee. Life of James Iredell.
Hamilton. Family History of Floyds.
Railroad Timetables. Old ones.
Smith, Justin. Annexation of Texas.
Soda Water, Soft Drinks. Books on.
History of Amelia County, Va.
Williams. The Chaperone.
Lockwood, Thomas. Geography of S. Car.
Wister, Owen. Padre Ignacio.
Johnson, T. C. Life of Benjamin Palmer.
Fish. Restoration of Southern Railroads.
Edmonds. The South's Redemption.
McCain. Georgia as Proprietary Province.
Fuller, Irving. The Purchase of Florida.
Spaulding, Arthur. Men of the Mountains.
Kentucky Acts. All from 1840 to 1868.
Mayfield. Progression or South Defended.
Ross, Rev. Slavery Ordained of God.
Genealogies. Graves, Snyder, Siler, Scobey, Lemen, Scobie, Floyds.
Matloch. History of American Slavery, etc.
Dillard. Some Early Physicians of Albermarle.
Bruce. Rise and Fall of the New South.
Fortig. The Secession of Tennessee.
Hening. Origin, Rise, Downfall of the State of Franklin.
Pinckney, Eliza Lucas. Ed. by Mrs. Holbrook.
Almanach de Gotha. English ed.

Aquin Book Shop, 317 S. 12th, St. Joseph, Mo.
Augustine, Rev. C. Commentary on Canon Law. Vol. 6.
Bossuet. Discourses on Universal History.
Collins. Study of Ecc. History.
DeMaistre. On the Pope.
Hergenroether. Catholic Church and Christian State.
Howe, Canon. The Catechist. Used.
Pohle, Rev. J. Dogmatic Theology. Used set.

Archway Book Store, 47 N. 9th St., Phila., Pa.
Thayer, Tiffany. Thirteen Men. 1st ed.
Robertson. Gesenius Hebrew-Eng. Lexicon.
Strong. Systematic Theology, rev.
Philpotts. Brunell's Tower; Tenement Life.
Catlin. North American Indians, 2 vols.
Splendour of Heaven, vol. 2 only.
Olmstead. Journey thru Seaboard Slave States; Through Back Country.
Schlesinger & Fox. History Amer. Life.
Thayer. Greek-English Lexicon.

Weekly Book Exchange

Argosy Book Stores, Inc., 114 E. 59th St., N. Y.
Twain. Author's ed. 29 vols., green buckram.
Abel. American Indian. 3 vols. 1915-25.
Arnold. March from Cambridge to Quebec. 1903.
Dickens-Collins. Christmas Stories. 1876.
Henry & Thompson. Greater N. W. 3 vols. 1897.
Kemble. Butler Frances Anne. 2 vols. 1835.
Langsdorff. Voyages & Travels, 1803-7. 1817.
Clark. Nelson, Lord Viscount. Life. 1813.
New England Primer Improved. 1805.
Plymouth Church Records, 1620-1859. 1920-3.
Robinson, Alfred. Life in Calif. 1846.
Tanner. Martryrdom of Lovejoy.

Argus Book Shop, 333 S. Dearborn St., Chicago
Hawkes, H. E. College: What's the Use.

Artemisia Bk. Shop, 645 "B" St., San Diego, Cal.
Luk-Oie. The Green Curve.
Plato. Jowett trans. 4 vols. Good type.
Aristotle. Oxford ed. 11 vols.
Demosthenes Orations. Big type ed.
Muir. Wee Bits of Scotch Humor.

Avon B'kshop, 815 N. Charles St., Baltimore, Md.
Cumulative Book Index. 1925-1927.
Book Prices Current. 1929.
Davis, Jefferson. Rise and Fall of the Confederate Government. 1881. Vol. II.

Baker & Taylor Co., 55 Fifth Ave., New York
Airy. Charles II.
Bailey. Claims of French Poetry.
Baldwin. Psychology of Pre-School Child.
Beazely. Dawn of Modern Geography.
Bemis. Pinckney's Treaty.
Bent. Ballyhoo.
Bojer. The Power of a Lie. 2 copies.
Brinkley. History of Japanese People.
Brookings. Industrial Ownership.
Bryant. Amer. Pictures and Their Painters.
Cahill. Office Practice.
Carlisle. We Begin.
Cary. Legacy of Alexander.
Cassell. Nature and Necessity of Interest.
Chadwick. Relations of the U. S. and Spain.
Chancellor. London of Thackeray.
Chirol. The Egyptian Problem.
Church. Stories from Ancient Greece. 3 copies; Stories from Ancient Rome. 3 copies.
Compton's Pictured Encyclopedia. Latest ed.
Cornford. From Religion to Philosophy.
Davis. Elementary Meteorology.
Duclaux. Twentieth Century French Writers.
Erb. Development of Young People's Movement.
Evans. Life in Medieval France.
Frederick, ed. Masters of Advertising.
Gibson. Heroes of Science.
Goldberg. Studies in Spanish American Literature.
Gregororious. History of City of Rome. 1 set.
Hardy. Life and Art.
Hearnshaw. Medieval Contribution to Modern Civilization.
Hull. Music: Classical, Romantic and Modern.
Hull. Sid Turner, Fire Guard.
Ingalls. Interior Ballistics.
Jackson. Huldreich Zwingli.
James. Local Gov't in the United States.
Jerome. A Miscellany of Sense and Nonsense.
Job. Giants in the Earth. A play.
Jordan. Leading American Men of Science.
Kaufman-Connelly. Dulcy.
Kleist. Feud of the Schroeffensteins. Series 2. Eng. trans. 3 copies.
Lamprey. Long Ago in Egypt.
Lay of the Nibelungs. Trans. by Horton. 4 copies.
Lea. Studies in Church History. Vol. 1.
Leacock. College Days; Essays and Literary Studies.

Baker & Taylor Co.—Continued
Bell, ed. Lessing's Dramatic Works. Vol. 1. Eng. trans. 2 copies; Plays of Lessing, Nathan the Wise and Minna Von B. 3 copies.
Long. John Knox and the Reformation.
Lucas. Four and Twenty Toilers.
McKee. Lords Anointed. 1st ed.
Macaulay. Told by an Idiot.
Matthews. American of the Future.
Matthews. Historical Novel.
Mencken. Prejudices. Second Ser.
Merz. And Then Came Ford.
Meynell. Second Person Singular.
Mitrany. Rumania, Her History and Politics.
Motley. Peter the Great.
Noyes. New Essays; Some Aspects of Modern Poetry.
Pears. Turkey and Its People.
Poole. Movements for Reform.
Reichenback. Ballyhoo Phantom Fame.
Reid. Municipalities of Roman Empire.
Renard. Guilds in Middle Ages.
Schiller's Works. Vol. 2. Eng. trans. 3 copies.
Schneider. Making of the Fascist State.
Scott. Constitution and Finance of English, Scottish and Irish Joint Stock Comp.
Seeley. Dragons of the Air.
Seldes. Can These Things Be; You Can't Print That.
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